

International HPV  
Awareness Day

March 4, 2022



# SOCIAL MEDIA TOOLKIT

INTERNATIONAL HPV AWARENESS DAY  
MARCH 4, 2022



Association of  
Immunization  
Managers



National  
**HPV**  
Vaccination Roundtable

## International HPV Awareness Day

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International Human Papillomavirus (HPV) Awareness Day is recognized in public health communities on March 4 and promotes vaccination against HPV-related cancers. Early prevention is recommended, with children becoming eligible for the HPV vaccine starting at age nine. HPV vaccination helps prevent HPV infections that lead to six types of cancer.

The Association of Immunization Managers (AIM), in partnership with the National HPV Vaccination Roundtable, is promoting International HPV Awareness Day by producing and disseminating a brief and shareable video with a call to action for healthcare providers and parents to get adolescents back on track with HPV vaccination.

AIM is working with the HPV Roundtable and other partners to promote this video and important messaging across multiple social media platforms. AIM and the HPV Roundtable provide this Social Media Toolkit to assist with messaging and imagery.

In co-branding, we ask that the AIM and HPV Roundtable logos remain intact in all social media posts and shares in your efforts to share this critical message. We are happy to offer co-branding on any of our materials; please reach out to [info@immunizationmanagers.org](mailto:info@immunizationmanagers.org) with any questions or requests.

Thank you for helping us raise awareness of the importance of HPV vaccination!

## International HPV Awareness Day Messaging

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### Sample Posts

AIM and the HPV Roundtable have developed social media messages to educate and spread awareness of the importance of HPV vaccination. Please use the messages and graphics provided in this toolkit in your posts. We ask that you engage with the International HPV Awareness Day posts on our accounts and our partners to increase the visibility of this important messaging.

The social media templates provided in this toolkit will help create social media posts for Facebook, Instagram, LinkedIn, and Twitter platforms. Each post has been designed specifically for each platform and will fall within the platform's specifications. Please remember to tag AIM and the HPV Roundtable in your posts so we can engage with your International HPV Awareness Day content.

We are providing our social media handles and will engage with content and accounts that tag us for International HPV Awareness Day. We also include handles for Dr. Nicole Baldwin and Kimberly Williams, who are speaking in our video.

AIM Twitter Handle: @AIMimmunization

AIM LinkedIn Profile: @Association of Immunization Managers

HPV Roundtable Facebook Profile: @HPV Roundtable

HPV Roundtable Instagram Profile: @hpv.vaccination.roundtable

HPV Roundtable Twitter Handle: @HPVroundtable

HPV Roundtable LinkedIn Profile: @HPV Roundtable

Dr. Nicole Baldwin Facebook Profile: @ Dr. Nicole Baldwin

Dr. Nicole Baldwin Twitter Handle: @NicoleB\_MD

Kimberly Williams & Cervivor Network Twitter Handle: @iamcervivor

## Social Media Messaging

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### Message 1: February 23

#### Facebook

March 4 is International HPV Awareness Day. The Association of Immunization Managers and the @HPVroundtable are partnering to raise awareness of the importance of vaccination against HPV. Watch for an upcoming video to support HPV awareness efforts. Don't miss @Dr. Nicole Baldwin's call to action to healthcare providers when the video goes live on March 4th! #EndHPVCancer #onelessworry #HPVAwareness #InternationalHPVAwarenessDay

#### Instagram

March 4 is International HPV Awareness Day. The Association of Immunization Managers and the @hpv.vaccination.roundtable are partnering to raise awareness of the importance of vaccination against HPV. Watch for an upcoming video to support HPV awareness efforts. Don't miss Dr. Nicole Baldwin's call to action to healthcare providers when the video goes live on March 4th! #EndHPVCancer #onelessworry #HPVAwareness #InternationalHPVAwarenessDay

#### LinkedIn

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#### Twitter

3/4 is #HPVAwareness Day. @AIMimmunization & the @HPVRoundtable are partnering to develop a video to raise awareness of the importance of HPV vaccination. Don't miss @NicoleB\_MD call to action to healthcare providers when the video goes live on 3/4! #EndHPVCancer

Image: Graphic 1

## Social Media Messaging

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### Message 2: February 25

#### Facebook

International HPV Awareness Day is almost here! The Association of Immunization Managers' awareness video, developed with @HPVroundtable, features cervical cancer survivor Kimberly Williams. Kimberly shares a call to action for parents to protect their children with HPV prevention. Be sure to watch and share the video on March 4 when it goes live. #EndHPVCancer #onelessworry #HPVAwareness #InternationalHPVAwarenessDay

#### Instagram

International HPV Awareness Day is almost here! The Association of Immunization Managers' awareness video, developed with @hvp.vaccination.roundtable, features cervical cancer survivor Kimberly Williams. Kimberly shares a call to action for parents to protect their children with HPV prevention. Be sure to watch and share the video on March 4 when it goes live. #EndHPVCancer #onelessworry #HPVAwareness #InternationalHPVAwarenessDay

#### LinkedIn

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#### Twitter

#HPVAwareness Day is almost here! @AIMimmunization and @HPVRoundtable awareness video features cervical cancer survivor Kimberly Williams, who shares a call to action for parents to protect their children with HPV vaccination. #EndHPVCancer #onelessworry

Image: Graphic 2

## Social Media Messaging

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### Message 3: March 4

#### Facebook

Today is International HPV Awareness Day. Young adults aged 18-26 who haven't been vaccinated against HPV are at risk for six types of cancer. Protect your children early with the HPV vaccine. Visit [immunizationmanagers.org](http://immunizationmanagers.org) for a video developed with @HPVroundtable on HPV prevention and vaccination. To protect your children against HPV, call their health care provider or health department today. #EndHPVCancer #onelessworry #HPVAwareness #InternationalHPVAwarenessDay

#### Instagram

Today is International HPV Awareness Day. Young adults aged 18-26 who haven't been vaccinated against HPV are at risk for six types of cancer. Protect your children early with the HPV vaccine. Visit [immunizationmanagers.org](http://immunizationmanagers.org) for a video developed with @hpv.vaccination.roundtable on HPV prevention and vaccination. To protect your children against HPV, call their health care provider or health department today. #EndHPVCancer #onelessworry #HPVAwareness #InternationalHPVAwarenessDay

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#### Twitter

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Image: HPV Awareness Day Video

## Social Media Messaging

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### Message 4: March 5

#### Facebook

The HPV vaccine is cancer prevention. The Association of Immunization Managers and @HPVRoundtable partnered to develop a video on healthcare providers, parents, and peers' important roles in preventing HPV-related cancers. View the video at [immunizationmanagers.org](http://immunizationmanagers.org), share it to raise awareness about HPV, and do your part to protect your loved ones. #EndHPVCancer #onelessworry #HPVAwareness

#### Instagram

The HPV vaccine is cancer prevention. The Association of Immunization Managers and @hpv.vaccination.roundtable partnered to develop a video on healthcare providers, parents, and peers' important roles in preventing HPV-related cancers. View the video at [immunizationmanagers.org](http://immunizationmanagers.org), share it to raise awareness about HPV, and do your part to protect your loved ones. #EndHPVCancer #onelessworry #HPVAwareness

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#### Twitter

The #HPVvaccine is cancer prevention. @AIMimmunization & @HPVRoundtable partnered to develop a video on healthcare providers, parents, & peers' roles in preventing HPV-related cancers. View the video at [immunizationmanagers.org](http://immunizationmanagers.org), share it, & do your part! #HPVAwareness

Image: HPV Awareness Day Video

## Social Media Messaging

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### Message 5: March 11

#### Facebook

March 4 was International HPV Awareness Day. Even though the awareness day has passed, HPV vaccination can take place any time of year. The Association of Immunization Managers and @HPVRoundtable have created a shareable video on the importance of HPV vaccination and prevention. It's up to us to protect our loved ones and #EndHPVCancer. #onelessworry #HPVAwareness

#### Instagram

March 4 was International HPV Awareness Day. Even though the awareness day has passed, HPV vaccination can take place any time of year. The Association of Immunization Managers and @hpv.vaccination.roundtable have created a shareable video on the importance of HPV vaccination and prevention. It's up to us to protect our loved ones and #EndHPVCancer. #onelessworry #HPVAwareness

#### LinkedIn

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#### Twitter

3/4 was #HPVAwareness Day. Though the day passed, HPV vaccination can take place any time of year. @AIMimmunization & @HPVRoundtable created a shareable video on the importance of #HPVvaccination & prevention. It's up to us to protect loved ones & #EndHPVCancer.

Image: HPV Awareness Day Video



# Additional Social Media Graphics



They don't have to get HPV cancer. You can prevent it with a vaccine. Call your child's health care provider or your health department today!



Graphic 3



Association of  
Immunization  
Managers



[immunizationmanagers.org](http://immunizationmanagers.org)



If you are age 18-26 and haven't been vaccinated against HPV, you're leaving yourself at risk for six types of cancer. Call your health care provider or health department today!



Graphic 4



Association of  
Immunization  
Managers



[immunizationmanagers.org](http://immunizationmanagers.org)



The HPV vaccine is cancer prevention. Don't leave your children at risk. Call your child's health care provider or health department today!



Graphic 5



Association of  
Immunization  
Managers



[immunizationmanagers.org](http://immunizationmanagers.org)



This content was made possible through independent financial support from Merck & Co., Inc. AIM controls all content in this social media toolkit and no participants received funding for their contribution.