

MARCH CRC AWARENESS MONTH

Social Media Toolkit

EXACT SCIENCES

M-US-CG-04629

Sue
Colorectal Cancer Patient



How to use the toolkit

1. Each copy and post can be used on social platforms such as LinkedIn, Facebook, and Instagram to promote CRC Awareness
2. Social media copy can be used interchangeably with any social media post
3. Social media copy can be modified only within the <pink brackets> with Health System/clinic specific information
4. Access the social media posts through the associated zip file for jpegs/pngs

SOCIAL MEDIA COPY

Social Media Posts: Recommended Copy

Entities using this material are responsible for and should pay close attention to the accuracy of the information about their company and the coverage details that they distribute via these materials or otherwise. This template is provided to any appropriately requesting entity, regardless of the manner in which they cover, recommend, or participate in the ordering of Cologuard. You may adapt the provided content to suit the needs of your organization.

1. March is Colorectal Cancer Awareness Month. What better time than now to talk with your *<Health System name>* provider about your colon cancer screening options and make a plan to get screened.
2. ICYMI, there are options when it comes to screening for colon cancer. This Colorectal Cancer Awareness Month, get the facts, get familiar with your options, and get it done. Make time with *<clinician or office name>* to get started. *<Link to patient portal>*
3. The reasons to screen for colon cancer are endless. March is #ColorectalCancerAwarenessMonth and is an especially great time to think about your why and get it done. Get started at *<link to patient portal>* or by calling our office at *<phone number>*.
4. Make March matter – get screened for colon cancer as soon as you’re eligible. #ColorectalCancerAwarenessMonth (another option: Make March matter – if you’re 45 or older, you’re eligible to get screened for colon cancer. #ColorectalCancerAwarenessMonth.
5. Getting screened when you’re eligible is one thing you can do that will make a difference long after #ColorectalCancerAwarenessMonth ends. Ready to get started? Call our office at *<phone number>* or visit our patient portal at *<link to patient portal>* to make an appointment today.
6. It’s #ColorectalCancerAwarenessMonth. If you’re 45 or older, you’re eligible to get screened for colon cancer. Ready to get started? Call our office at *<phone number>* or visit our patient portal at *<link to patient portal>* to make an appointment today.
7. We recognize those who have screened for colon cancer, especially this #ColorectalCancerAwarenessMonth. If you needed a sign to get it done, let this be it. Get started today – call our office at *<phone number>* or visit our patient portal at *<link to patient portal>* to make an appointment.

SOCIAL MEDIA POSTS

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2ND
LEADING
CAUSE
OF
CANCER

in the U.S. among men and women

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ACTIONS TO TAKE DURING MARCH COLORECTAL CANCER AWARENESS MONTH

Talk with your healthcare provider about the many **screening options** today

Commit to getting screened if you are **eligible and 45+**

Share your experience to encourage others to get screened, too

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NEED TO BE SCREENED
FOR COLORECTAL CANCER**

TALK

to your healthcare provider about
screening options

COMMIT

to getting screened if you are 45+

ENCOURAGE

others to get screened, too

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FOCUS ON THE FACTS



Colorectal cancer affects all races, genders, and ethnicities



About 75% of people have no family history of CRC



It's on the rise in people 45-49 years old

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It is estimated that there are

>50,000 CRC
DEATHS EACH YEAR

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45 YEARS

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**“I think about what would
have happened if I had waited.
Why put off screening?”**

- Susan T.
Screened with Cologuard®

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