



HPV Vaccination Social Media Toolkit

Monthly Patient Messaging

Introduction

HPV vaccination can help prevent **six types of cancer**.

Unfortunately, the United States remains far from meeting the Healthy People 2030 goal of having 80% of adolescents receive the recommended doses of the HPV vaccine. The Centers for Disease Control and Prevention NIS-Teen data shows that HPV vaccination has remained flat over the past three years, with only 57.3% of 13–15 year olds up to date in 2023.¹ Starting the vaccine at age 9, as **recommended by the American Cancer Society** and other experts, can help increase on-time vaccination and protect against six types of HPV-related cancer.

We encourage you to be an advocate for timely HPV vaccination and cancer prevention among adolescents, teens, and young adults. This toolkit provides social posts to help you promote starting the HPV vaccine at age 9 and to encourage catch-up vaccinations for those up to age 26.

You'll find messages tied to relevant observances and life transitions, as well as evergreen messages for year-round use. Use these on your social platforms to educate your community, encourage conversations with health care providers, and steer the unvaccinated to places of vaccination.

You can find the corresponding post images for Facebook, Instagram, and X by clicking the down arrow on pages 4-13 or access them directly [here](#). To maximize the reach of your messages, be sure to implement the suggested tips in the [Social Media Best Practice](#) section. You can also tailor post captions based on your community, patient population, and social media to best engage your audience.

¹ <https://www.cdc.gov/teenvaxview/interactive/index.html>

CUSTOMIZE PATIENT CALL TO ACTION

These social messages are designed to be versatile across various health professions. Whether you're a dentist, pharmacist, or part of a health system, you can personalize calls to action in your post captions to direct patients to your practice or facility. Help your audience take action by encouraging them to visit you for more information on the HPV vaccine and its role in preventing cancer.



HPV Vaccination Social Media Messages Content

JANUARY

- Cervical Cancer Awareness Month

FEBRUARY

- National Cancer Prevention Month

MARCH

- Daylight Saving Time Change
- International HPV Awareness Day

APRIL

- Head and Neck Cancer Awareness Month

JULY – SEPTEMBER

- Back-to-School: Ages 9-12
- Back-to-School: Young adults

AUGUST

- National Immunization Awareness Month

OCTOBER

- Halloween

NOVEMBER

- Daylight Saving Time Change
- Thanksgiving

DECEMBER – JANUARY

- Winter Holidays

EVERGREEN MESSAGES

Social Messages



Download social media images here

OBSERVANCE/TOPIC

Cervical Cancer Awareness Month (January)

AUDIENCE

Parents of adolescents

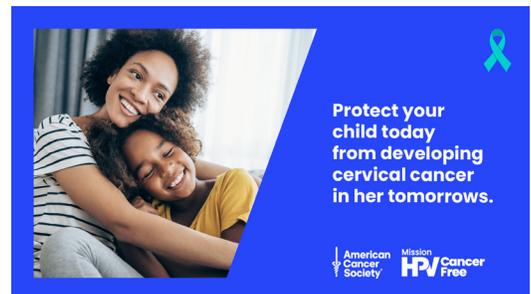
POST COPY/CAPTION

January is Cervical Cancer Awareness Month. The #HPV vaccine can contribute to a future free from cervical cancer caused by HPV. Don't wait – ask your child's doctor or visit your local pharmacy today. Together, we can make cervical cancer a thing of the past. #CervicalCancerAwareness #NewYear

1080 x 1350
Facebook
Instagram



1600 x 900
X



OBSERVANCE/TOPIC

National Cancer Prevention Month (February)

AUDIENCE

Parents of adolescents

POST COPY/CAPTION

February is #cancerpreventionmonth! Prevention starts now with the #HPV vaccine, which can help keep your 9- to 12-year-old child safe from 6 types of cancer caused by HPV. Talk to a doctor or local pharmacist about the HPV vaccine today.

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Facebook
Instagram



1600 x 900
X



Social Messages



Download social media images here

OBSERVANCE/TOPIC

Daylight Saving Time Change (March/November)

1080 x 1350
Facebook
Instagram

AUDIENCE

General

POST COPY/CAPTION

It's #DaylightSavings! That means it's time to change your clocks and schedule your vaccines. If you or your child have not completed your HPV vaccine series, schedule your appointment with a doctor or pharmacist today!



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OBSERVANCE/TOPIC

International HPV Awareness Day (March 4)

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Facebook
Instagram

AUDIENCE

General

POST COPY/CAPTION

HPV vaccination can prevent up to 92% of cancers caused by HPV. Just two shots protect you from 6 types of cancer. Talk to a doctor or pharmacist today. #HPVawareness.



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Social Messages



Download social media images here

OBSERVANCE/TOPIC

Head and Neck Cancer Awareness Month (April)

AUDIENCE

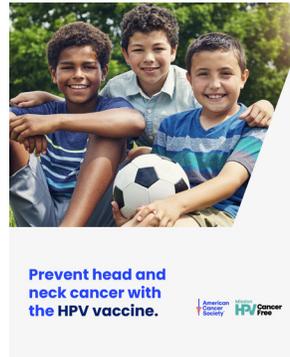
General

POST COPY/CAPTION

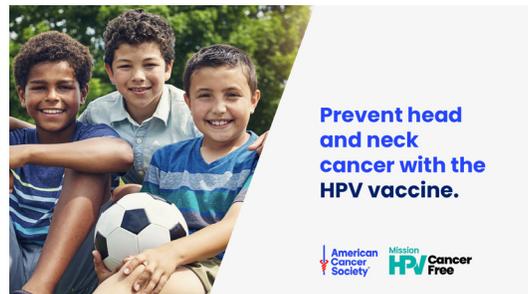
#DYK: Men are 2x as likely to be diagnosed with head and neck cancer compared to women? The #HPV vaccine lowers the risk of head, neck, and throat cancer. Help spread the word: HPV vaccination is #CancerPrevention.

#HeadandNeckCancerAwarenessMonth

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Instagram



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X



OBSERVANCE/TOPIC

Back to School (July–September)

AUDIENCE

Parents of children ages 9–12

POST COPY/CAPTION

Don't forget #BackToSchool prep goes beyond school supplies. The #HPVvaccine is a crucial step in protecting your 9- to 12-year-old child from future HPV-related cancers. Schedule an appointment with your child's doctor or pharmacist today to ensure they're protected!

1080 x 1350
Facebook
Instagram



1600 x 900
X



Social Messages



Download social media images here

OBSERVANCE/TOPIC

Back to School (July–September)

AUDIENCE

Young adults

POST COPY/CAPTION

Take charge of your future – protect your health with the HPV cancer prevention vaccine. Just two shots provide long-lasting protection from HPV cancers. Talk to a doctor or pharmacist as part of #backtoschool #collegeprep.

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Facebook
Instagram



1600 x 900
X



OBSERVANCE/TOPIC

National Immunization Awareness Month (August)

AUDIENCE

General

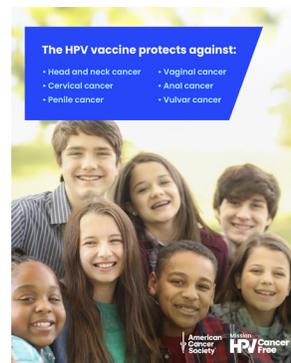
POST COPY/CAPTION

Fact: Both boys and girls can be exposed to HPV. The HPV vaccine is for everyone ages 9–26.

Protect yourself against HPV and the cancers it causes by getting the HPV vaccine. Talk to a doctor or visit your pharmacy today.

#ImmunizationMonth

1080 x 1350
Facebook
Instagram



1600 x 900
X



Social Messages



Download social media images here

OBSERVANCE/TOPIC

Halloween (October)

AUDIENCE

Parents of adolescents

POST COPY/CAPTION

Say BOO to 6 types of cancer this #Halloween. The #HPVvaccine helps protect against HPV and related cancers. Don't wait, ask your health care provider about the HPV vaccine today!

1080 x 1350
Facebook
Instagram



1600 x 900
X



OBSERVANCE/TOPIC

Thanksgiving (November)

AUDIENCE

General

POST COPY/CAPTION

This Thanksgiving, we're thankful for the #HPVvaccine – a simple way to protect against 6 types of cancer. Give yourself and your loved ones the gift of prevention. Talk to a doctor or pharmacist today!

1080 x 1350
Facebook
Instagram



1600 x 900
X



Social Messages



Download social media images here

OBSERVANCE/TOPIC

Winter Holidays (December–January)

AUDIENCE

Parents of children ages 9–12

POST COPY/CAPTION

This holiday season, give your child the gift of lasting protection from HPV and 6 types of related cancers. Talk to your child’s doctor or pharmacist about the #HPVvaccine over winter break and make their future a healthier one.

#HealthyHolidays

1080 x 1350
Facebook
Instagram



1600 x 900
X



OBSERVANCE/TOPIC

Evergreen

AUDIENCE

General

POST COPY/CAPTION

Nearly all of us will be exposed to the HPV virus as adults. The HPV vaccine boosts our body’s immune response, helping protect kids today from 6 types of cancer in their tomorrows. Talk to your health care provider or pharmacist to schedule your appointment.

1080 x 1350
Facebook
Instagram



1600 x 900
X



Social Messages



Download social media images here

OBSERVANCE/TOPIC

Evergreen

AUDIENCE

General

POST COPY/CAPTION

Is your child up to date on their HPV vaccines? Millions of kids fell behind on their HPV vaccine doses during the pandemic. Talk to your child's doctor to make sure they are protected against HPV-related cancers.

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Facebook
Instagram



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OBSERVANCE/TOPIC

Evergreen

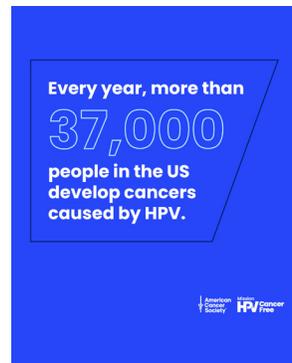
AUDIENCE

General

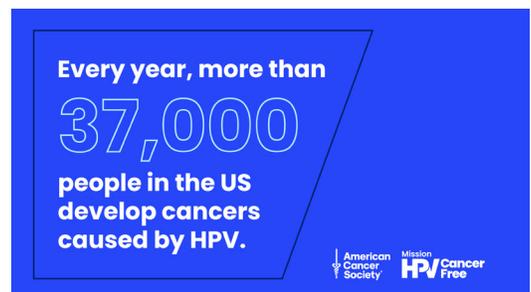
POST COPY/CAPTION

Every year, more than 37,000 people in the US get cancers caused by #HPV. Protect yourself by getting the HPV vaccine. Get the facts from the American Cancer Society: cancer.org/cancer/risk-prevention/hpv/hpv-vaccine.html

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Facebook
Instagram



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X



Social Messages



Download social media images here

OBSERVANCE/TOPIC

Evergreen

AUDIENCE

Parents of children ages 9–12

POST COPY/CAPTION

Two HPV vaccine doses = long-lasting protection. When started before the age of 15, the HPV vaccine takes only two doses for protection from 6 types of HPV-related cancers. Talk to your child’s doctor or pharmacist today.

1080 x 1350
Facebook
Instagram



1600 x 900
X



OBSERVANCE/TOPIC

Evergreen

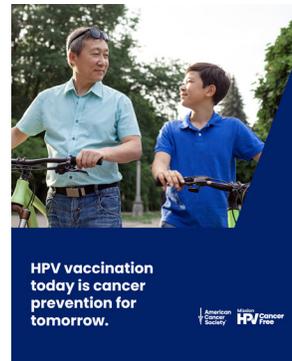
AUDIENCE

Parents of adolescents

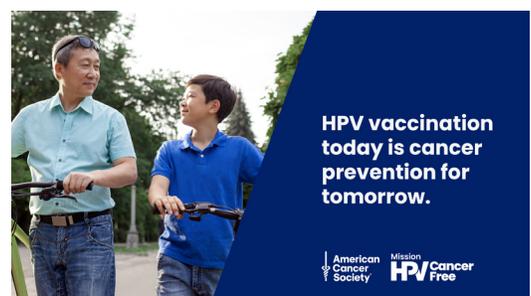
POST COPY/CAPTION

Prevention is key in protecting against #HPV cancers. By getting your kids vaccinated now, you can protect them from 6 types of cancers later in life. Talk to your pharmacist or provider to learn more and schedule your child’s HPV vaccine.

1080 x 1350
Facebook
Instagram



1600 x 900
X



Social Messages



Download social media images here

OBSERVANCE/TOPIC

Evergreen

AUDIENCE

Parents of adolescents

POST COPY/CAPTION

It feels good knowing your child is safe and healthy. By getting your child the #HPVvaccine, you can prevent more than 90% of HPV cancers. Ask your local pharmacist or child's doctor about the #HPVvaccine today.

1080 x 1350
Facebook
Instagram



1600 x 900
X



OBSERVANCE/TOPIC

Evergreen

AUDIENCE

Parents of children ages 9-12

POST COPY/CAPTION

Is your child turning 9 this year? That means it's almost time for them to get the #HPV vaccine! By vaccinating now, you can give your child the best protection possible against HPV-related cancers. Talk to your child's doctor or your local pharmacist about getting the vaccine.

1080 x 1350
Facebook
Instagram



1600 x 900
X



Social Messages



Download social media images here

OBSERVANCE/TOPIC

Evergreen

AUDIENCE

Young adults

POST COPY/CAPTION

Are you 26 or younger? It's not too late to protect yourself against HPV cancers. Don't wait – talk to a doctor or local pharmacist today about getting the HPV vaccine.

1080 x 1350
Facebook
Instagram



1600 x 900
X



OBSERVANCE/TOPIC

Evergreen

AUDIENCE

Young adults

POST COPY/CAPTION

Calling all recent high school graduates! Whether you are going to college or straight to work, include the HPV vaccine in your next phase of life. The vaccine helps protect you from 6 types of HPV cancers. Find the HPV vaccine at your local pharmacy.

1080 x 1350
Facebook
Instagram



1600 x 900
X



Social Media Best Practice Tips

Follow these tips to maximize the impact of your HPV vaccine messages.

FACEBOOK, INSTAGRAM, X

- **Capitalize on national health observances:** Leverage national health observances related to HPV, immunization, or children’s health to post timely and relevant content. This can increase engagement and help your messages resonate with audiences who are more attuned to health topics during these periods. Following are some other observances you may consider leveraging beyond those captured in the messages above.
 - World Cancer Day (February 4), Anal Cancer Awareness Day (March 21), National Cancer Survivors Month (June), Children’s Health Month (October)
- **Check hashtags before use:** Verify that hashtags are commonly used and not associated with anti-vaccine or misinformation posts. This ensures your messages will reach the intended audience and are not inadvertently connected to misleading or harmful content. Consider researching social media channels and select hashtags that are commonly used in posts associated with positive messaging about vaccines.
- **Use platform-specific features:** Use features like stories and reels on Facebook/Instagram and threads on X to boost engagement.
- **Be conversational:** Use emojis and line breaks to break up text. This can help convey tone in a visual way to capture your audience’s attention.

FACEBOOK

- **Detailed posts:** Facebook allows longer posts, so feel free to provide more detailed information while keeping your post concise and impactful.
- **Include URL links:** Use URL links in your posts to direct viewers to more information, such as websites to schedule appointments or educational resources about the HPV vaccine.
- **@Mention collaborators on posts:** When using information from partners, scientists, health organizations, or similar sources, tag their Facebook page in your post. This increases the chances of them sharing your post, which can help extend its reach.

INSTAGRAM

- **Use the collaborate feature:** Use the collaborate feature to co-author content when sharing content from partners, scientists, health organizations, or similar sources. This way, your post will appear on both your feed and the collaborator’s feed, broadening its reach.
- **Hashtags and tags:** Use relevant hashtags to broaden your reach. Including five to six hashtags can help your posts gain more traction. Tag organizations who support HPV vaccination, like the [American Cancer Society](#), to add credibility and more resources to posts.
- **Forego URL links in captions:** Links in Instagram captions are not clickable. Instead, direct followers to the link in your bio or use Instagram stories with swipe-up links (if available) to provide easy access to more information.

X (FORMERLY TWITTER)

- **Keep it concise:** Aim for brevity – although X’s character limit for users without a subscription is 280 characters, aim to create short and direct posts (70 to 100 characters). Make your message more impactful with fewer words.
- **Use hashtags wisely:** Include relevant hashtags (e.g., #HPVvaccine, #CancerPrevention) to increase visibility. One to two hashtags is typically best.
- **Timing matters:** Post during peak times when your audience is most active, usually mid-morning or early afternoon.

HPV VACCINATION RESOURCES

American Cancer Society:

- [HPV Vaccination and Cancer Prevention](#)
- [HPV Vaccination Resources for Health Professionals](#)

Centers for Disease Control and Prevention:

- [About HPV](#)
- [Talking with Parents about HPV Vaccination](#)