

Oral Cancer Awareness Social Media Guide

Join your OMS community in promoting Oral Cancer Awareness Month. Social media is a great way to share informative messages about oral health and safety. Use this document to access the tools and suggested messaging to effectively reach and educate your audience.

Share AAOMS Oral Cancer Awareness posts

An easy way to participate on social media is to like and retweet/repost AAOMS oral cancer awareness messages. Be sure to:

- Follow [@AAOMS](#) on Twitter.
- Like [@MyOMS](#) on Facebook.
- Follow [@MyOMS](#) on Instagram.

Create personal posts

Consider posting personal messages to your social media platforms. Follow these steps to help extend the reach of your post:

Include hashtags and links

Adding a hashtag to your tweet or Instagram post supports Oral Cancer Awareness Month efforts and extends social media reach. Consider including these hashtags as appropriate:

- **#OralCancerAwareness**
- **#HPV**
- **#OralCancer**
- **#MyOMS**

Include a link in your post to provide readers with an AAOMS oral cancer resource found on the MyOMS.org website:

- [Oral, Head and Neck Pathology information](#)
- [Oral, Head and Neck Cancer](#)
- [Oral Cancer Symptoms and Types](#)
- [Oral, Head and Neck Cancer Screenings](#)
- [Oropharyngeal Cancer and Human Papillomavirus \(HPV\)](#)
- [HPV Vaccine](#)
- [Tobacco and E-Cigarette Use](#)



Add an image

Add an AAOMS-provided image (found on the following pages) to your post. Images on social media posts encourage likes and shares.

Share an AAOMS video

Several videos have been created to raise awareness of oral cancer. Visit these links to view and download the videos:

- [Public Service Announcement videos](#)
- [OMS Expert videos](#)
- [Patient testimonial videos on oral pathology and reconstructive surgery](#)
- [Promotional video on Oral, Head & Neck Cancer](#)

Sample posts

Unsure where to start? Use one of these sample posts:

General posts

Appropriate hashtags: **#OralCancerAwareness #OralCancer**

Close to 50,000 Americans will be diagnosed with oral cancer this year. Visit our website to make an appointment if you discover anything unusual. Early treatment is key. #OralCancerAwareness

An estimated 2.5 million people have died due to illnesses caused by secondhand smoke in the last 50 years. There is no safe level of exposure to secondhand smoke. Learn about the impact smoking has on oral health. #oralcancer

[MyOMS.org/what-we-do/oral-head-and-neck-pathology/tobacco-and-e-cigarette-use](https://www.aaoms.org/what-we-do/oral-head-and-neck-pathology/tobacco-and-e-cigarette-use)

Your mouth is one of your body's most important early warning systems. Don't ignore suspicious lumps or sores. Discover something – make an appointment. Early treatment may be the key to complete recovery.

[MyOMS.org/what-we-do/oral-head-and-neck-pathology/oral_cancer_self_exam](https://www.aaoms.org/what-we-do/oral-head-and-neck-pathology/oral_cancer_self_exam)

Twitter



Facebook



Instagram



Twitter



Facebook



Instagram



Twitter



Facebook



Instagram



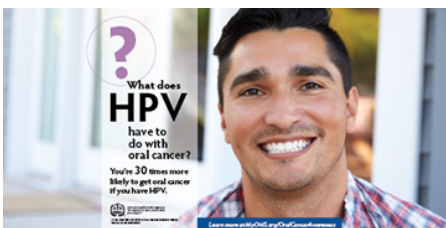
HPV-related posts

Appropriate hashtags: #HPV

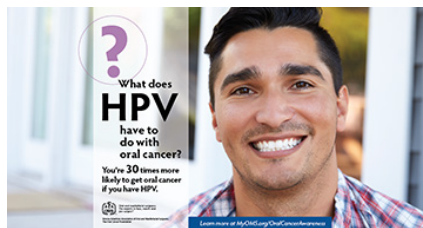
HPV can be transmitted to the mouth and throat. In fact, the CDC reports that HPV causes as much as 70 percent of oropharyngeal cancer in the United States. Learn more. #HPV #oralcancer
[MyOMS.org/what-we-do/oral-head-and-neck-pathology/hpv-oropharyngeal-cancer](https://www.myoms.org/what-we-do/oral-head-and-neck-pathology/hpv-oropharyngeal-cancer)

Have you gotten vaccinated against HPV? @CDCgov states over 53,000 new cases of HPV-associated cancers are diagnosed annually. Learn more about this important vaccine.
[MyOMS.org/what-we-do/oral-head-and-neck-pathology/hpv-vaccine](https://www.myoms.org/what-we-do/oral-head-and-neck-pathology/hpv-vaccine)

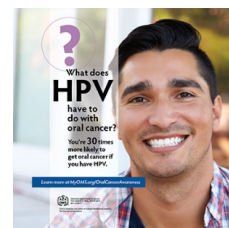
Twitter



Facebook



Instagram



Promote in your practice

Posters

AAOMS provides several high-quality posters perfect for advertising the national observance. Each design comes in 8.5x11 and 11x17 inch sizes to share, print or display.



Infographics

Two full-color, high-impact infographic fact sheets are available for social media sharing, posting on your website and displaying in your practice.

