



Emerson & IMPACT

Co-Branded Posts

#SPFisYourBFF



Thank you for joining Emerson Hospital and IMPACT Melanoma again this year to implement the Practice Safe Skin program delivering sunscreen dispensers to your community. The toolkit includes 4-ecards with accompanying social media messages designed to be used to fit your organizations voice.

Who is IMPACT Melanoma?

IMPACT Melanoma provides education, prevention, and support for the most serious form of skin cancer. We are a national non-profit organization dedicated to working to reduce the incidence of melanoma. Committed to skin cancer prevention and early detection, we provide a variety of award-winning programs which aim to raise awareness and educate the public about skin cancer, as well as support services for those struggling with the disease.

About Emerson

Emerson Hospital is a non-profit, acute care, community hospital that serves approximately 300,000 residents in 25 towns. The hospital's mission is to deliver high quality, safe and cost-effective care to our patients, and is committed to collaborating with our community partners to: improve the health status of all those it serves; address root causes of health disparities; and educate the community in prevention and self-care strategies.

Instructions:

- Select an image & accompanying message from the toolkit
- Copy the message and paste it onto your social media platform of choice
- Upload (or drag and drop) the corresponding image.
- Each image was designed to be used alongside accompanying text. Do not use an image on its own.



Accounts To Follow



@IMPACTMelanoma
impactmelanoma.org



@EmersonHospital
emersonhospital.org

Hashtags

- #PracticeSafeSkin
- #Melanoma
- #SkinCancer
- #SPFisYourBFF

Sample Posts

Post 1: We're excited to #practicesafeskin with @IMPACTMelanoma and @EmersonHospital! Check out our parks/camp/XX for the bright yellow (free) sunscreen dispensers. #SPFisYourBFF

Post 2: We've teamed up with @IMPACTMelanoma and @EmersonHospital to provide YOU with free sunscreen! Look for the bright yellow sunscreen dispensers and make sure to #practicesafeskin. #SPFisYourBFF

Post 3: We've committed to #practicesafeskin with @IMPACTMelanoma & @EmersonHospital by providing access to free sunscreen. Look for the bright yellow dispensers in our XXX and remember, #SPFisYourBFF.

Post 4: We've committed to #PracticeSafeSkin. Together, with @IMPACTMelanoma and @EmersonHospital, we're installing a free sunscreen dispenser to help prevent #melanoma and #skincancer. Look out for the bright yellow dispenser and remember #SPFisYourBFF.