

# 2022 CDA SUN AWARENESS MONTH SOCIAL MEDIA CAMPAIGN TOOLKIT

## TIKTOK CHALLENGE CONTEST (MAY 9 TO 27) “TELL ME YOU’RE SUN SMART WITHOUT TELLING ME YOU’RE SUN SMART”

### TWITTER

Participate in @CdnDermatology TikTok Challenge Contest, “Tell Me You’re Sun Smart Without Telling Me You’re Sun Smart,” for a chance to win 1 of 3 prizes valued at \$500 each! Go to [checkyourskin.ca](http://checkyourskin.ca) to learn more and how to enter. #CheckYourSkin #SunAwarenessMonth2022

### INSTAGRAM FACEBOOK LINKEDIN

Participate in the @CanadianDermatologyAssociation TikTok Challenge Contest, “Tell Me You’re Sun Smart Without Telling Me You’re Sun Smart.” It’s as simple as recording and posting a TikTok video of yourself practicing at least one of the five sun-safe behaviours shared on the CDA social media accounts this month.

To enter the contest, you must complete each of the following steps.

1. Follow @CheckYourSkin in TikTok
2. Create an original video incorporating at least one of the five sun safety measures (wide-brimmed hat, sunscreen, sunglasses, protective clothing, seeking shade)
3. Tag @Checkyourskin
4. Use the hashtags #CheckYourSkin and #SunAwarenessMonth2022
5. Submit your email at [checkyourskin.ca](http://checkyourskin.ca)

There are three prizes to be won, valued at \$500 each. Go to [checkyourskin.ca](http://checkyourskin.ca) for more contest information. #CheckYourSkin #SunAwarenessMonth2022

## SOCIAL MEDIA TEMPLATES

GRAPHICS CAN BE DOWNLOADED AT [CHECKYOURSIN.CA](http://CHECKYOURSIN.CA) & [DERMATOLOGY.CA](http://DERMATOLOGY.CA)



**TikTok**  
CDA SUN AWARENESS MONTH 2022  
**TIKTOK CHALLENGE CONTEST**  
TELL ME YOU’RE SUN SMART WITHOUT TELLING ME YOU’RE SUN SMART

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CONTEST PERIOD: MAY 9 - 27, 2022

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Canadian Dermatology Association / Association canadienne de dermatologie / SUN SAFETY EVERY DAY. EVERY BODY.



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**#SUNAWARENESSMONTH2022**  
**#CHECKYOURSIN**

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