

# 2022 CDA SUN AWARENESS MONTH SOCIAL MEDIA CAMPAIGN TOOLKIT

## WEEK 4 (MAY 23-29) – WHEN TO SEE A DERMATOLOGIST & PATIENT STORIES

### TWITTER

To learn the signs of melanoma, when to see a #dermatologist, and what to expect during a visit follow @CdnDermatology. #SunAwarenessMonth2022 #CheckYourSkin

### FACEBOOK LINKEDIN

Follow @CanadianDermatologyAssociation to learn when to see a dermatologist and what you can expect during a visit. Know the signs of melanoma and make sure to regularly conduct a self-skin examination. Learn more at <https://checkyourskin.ca/> #SunAwarenessMonth2022 #CheckYourSkin

### INSTAGRAM

Follow @CanadianDermatologyAssociation to learn when to see a dermatologist and what you can expect during a visit. Know the signs of melanoma and make sure to regularly conduct a self-skin examination. Learn more at the link in the bio. Link: <https://checkyourskin.ca/> #SunAwarenessMonth2022 #CheckYourSkin

Patient stories will be shared throughout the week. These can be shared with your followers by reposting from the CDA social media channels.

## SOCIAL MEDIA TEMPLATES

GRAPHICS CAN BE DOWNLOADED AT CHECKYOURSKIN.CA & DERMATOLOGY.CA

