



## Social media messages

### Background

As part of the promotion of the OCP HealthPathways work, PHNs need to undertake a comms and promotion campaign within their catchment in line with the statewide comms toolkit. This document outlines the paid and unpaid social media component of the final Phase 1 comms toolkit.

To further boost promotion VTPHNA will be running paid social media ads across Victoria. The statewide paid social media messages will run for up to five weeks at a time targeting GPs across Victoria, funded through the statewide budget and coordinated by VTPHNA.

PHNs are encouraged to consider running their own paid social media campaign, in addition to the unpaid, if they have the resources to do so. The timing and audience will be dependent on your catchment. It is strongly encouraged that HealthPathways teams work alongside their communication teams to decide whether this approach is suitable for you.

### PAID

#### Message 1: Guide and educate audience

All your cancer guidelines in one place! The Optimal Cancer Care Pathways guidelines are now embedded in HealthPathways - a tool for GPs to identify, investigate, manage and refer patients at the point of care. Available now on your local Victorian HealthPathways/care pathways site: <https://vtphna.org.au/care-pathways-and-referral/>

#### Message 2: Explain why the service/product will be beneficial

Do you suspect your patient may have cancer? Use HealthPathways to confirm when and where to refer patients in your local area. Get in touch with your local Victorian PHN for a login: <https://vtphna.org.au/care-pathways-and-referral/>

Alternative COVID-19 message:

Cancer won't wait for COVID-19. Delaying referring suspected cancers could lead to a poorer prognosis. Use HealthPathways to verify when and where to refer patients with suspected cancer. Get in touch with your local Victorian PHN for a login: <https://vtphna.org.au/care-pathways-and-referral/>

#### Message 3: Reassure and inform.

General Practice has a role in providing ongoing care to patients who are undergoing treatment for cancer. Visit HealthPathways to access up-to-date information on providing care to patients undergoing active treatment. Get in touch with your local Victorian PHN for a login:



For VTPHNA paid social media promotion, we will be using a cartoon graphic created by SketchGroup that outlines the OCPs. This is to ensure we can use the graphic to encompass both HealthPathways and SEMPHN online care pathways.

If PHNs partake in paid social media promotion, then please use your local HealthPathways logo/SEMPHN equivalent.

## UNPAID

Date	Platform	
On 27 July 2020	Facebook & LinkedIn	Today is World Head and Neck Cancer Day. On average 738 Victorians will be diagnosed with head and neck cancer each year. If a suspected case presents to your general practice, use <a href="#">HealthPathways/SEMPHN care pathways</a> to know when and where to refer. [add link]
On 27 July 2020	Twitter	Today is #WHNCD2020. On average 738 Victorians will be diagnosed with head and neck cancer each year. If a suspected case presents to your general practice, use <a href="#">HealthPathways/SEMPHN care pathways</a> to know when and where to refer. [add link]
Near 5 August 2020	Facebook & LinkedIn	<a href="#">HealthPathways/SEMPHN care pathways</a> , now embedded with the Optimal Cancer Care Pathways national guidelines, is the GP support tool for providing care to patients with suspected and confirmed cancer. Access these pathways: [add link]
Near 5 August 2020	Twitter	<a href="#">HealthPathways/SEMPHN care pathways</a> , now embedded with the Optimal Cancer Care Pathways national guidelines, is the GP support tool for providing care to patients with cancer. [add link]
Near 17 August 2020	Facebook & LinkedIn	September is Gynaecological Cancer Awareness Month. Gynaecological cancers account for nearly 10% of all cancers diagnosed in women – which is why we’ve created the endometrial and ovarian cancer <a href="#">HealthPathways/SEMPHN care pathways</a> (with cervical cancer pathway coming soon).  Clinical and referral advice for these cancers is easy to find. [add link]
Near 17 August 2020	Twitter	Ahead of #gynaemonth next month, we’ve launched the endometrial and ovarian cancer <a href="#">HealthPathways/SEMPHN care pathways</a> . Clinical and referral advice for these cancers is easy to find. [add link]
Near 10 September 2020	Facebook & LinkedIn	To mark Gynaecological Cancer Awareness Month, we’re showcasing our endometrial cancer <a href="#">HealthPathway/pathway on SEMPHN’s website</a> . Packed with information on the fifth most-common female cancer, the endometrial pathway is a key resource for GPs providing care to patients. [add link]
Near 10 September 2020	Twitter	To mark #gynaemonth, we’re showcasing our endometrial cancer #HealthPathways. Packed with information on the fifth



		most-common female cancer, the endometrial pathway is a key resource for GPs providing care to patients.
<b>Near 25 September 2020</b>	Facebook & LinkedIn	HealthPathways/SEMPHN care pathways is an easily accessible GP support tool, with up to date information on investigating and referring suspected cancers. Get in touch with us for a login/access the pathways here:
<b>Near 25 September 2020</b>	Twitter	HealthPathways/SEMPHN care pathways is an easily accessible GP support tool, with up to date information on investigating and referring suspected cancers. Get in touch with us for a login/access the pathways here:

Note: Some feedback has been provided by PHNs that they would prefer not to use stock images on their social media. Therefore, please use your general HealthPathways logo to place alongside these messages if you wish to use a graphic. If your comms team does not have access to your HealthPathways logo, please contact Emma Richards at Streamliners who I believe can supply you with a high-quality copy.

#### GRAPHICS

Head & Neck statistics and graphics are available on the VTPHNA blind link for downloading. Beyond Five have approved us to use these graphics alongside our messages if your comms team feel this is appropriate.