



Social media messages

PAID

These messages and images will be disseminated through VTPHNA social media channels and Google Ads on behalf of the state. However, you are encouraged to also host your own paid social media campaign if your budget allows.

Message 1:

Optimal Cancer Care Pathways and your local PHN – helping GPs to provide the very best cancer care. Visit <https://vtphna.org.au/care-pathways-and-referral/> to access your local HealthPathways, aligned with the national Optimal Cancer Care Pathways guidelines.



OR VIDEO

[This image is available to be downloaded and used via the .zip file on the VTPHNA blind link]

Message 2:

Are your patients rebooking their cancer screening appointments after delaying them last year? We're keeping our HealthPathways up to date with the very best local care information ready for their return, with the embedded national Optimal Cancer Care Pathways guidelines available at the tip of your fingers.



OR VIDEO

[This image is available to be downloaded and used via the .zip file on the VTPHNA blind link]



UNPAID

Feel free to either use the video, or video snips as the attachment to these unpaid social media messages.

Please include the tag of @VicGovDH to acknowledge their support of the project in your social media posts. You may also wish to include @vtphna, this will help us share your social media posts – however this is, of course, optional.

Message	Suggested attachment
<p>Optimal Cancer Care Pathways and [HealthPathways/SEMPHN online care pathways] – helping GPs to provide the very best cancer care. Visit [insert your link here] for access today.</p> <p>Supported by @VicGovDH</p>	<p>Video <i>[however, feel free to use an image instead]</i></p>
<p>Are your patients rebooking their cancer screening appointments after delaying them last year? We’re keeping our [HealthPathways/SEMPHN online care pathways] up to date with the very best local care information ready for their return, with the embedded national Optimal Cancer Care Pathways guidelines available at the tip of your fingers. [insert your link here]</p> <p>Supported by @VicGovDH</p>	<p>Social media post 4 <i>[however, feel free to use whatever image you like or the video instead]</i></p>
<p>Easy access to the most up-to-date, trusted, local cancer care information. Right where it’s needed, at the point of care. Optimal Cancer Care Pathways are now embedded in [HealthPathways/SEMPHN care pathways] [insert your link here]</p> <p>Supported by @VicGovDH</p>	<p>Social media post 3 <i>[however, feel free to use whatever image you like or the video instead]</i></p>