



2024 Social Media Toolkit

CO-SPONSORED BY

**EXACT
SCIENCES**



Comprehensive
Cancer Center

TABLE OF CONTENTS

PAGE 1.....ABOUT AICAF

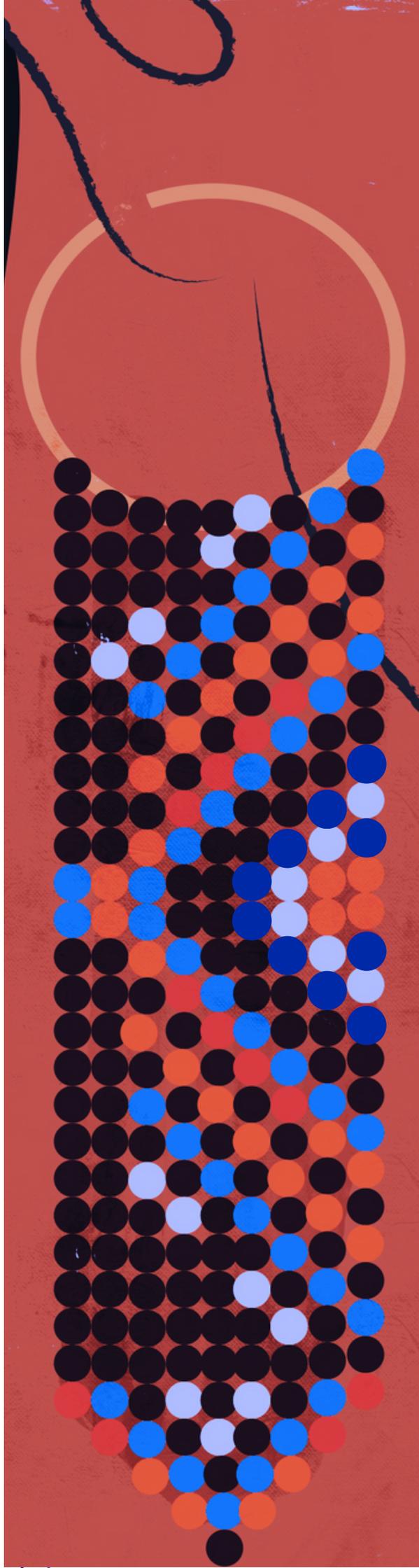
PAGE 1.....ABOUT THE TOOLKIT

PAGE 2.....ABOUT BLUE BEADS

PAGE 3.....CANCER SCREENING
AND EARLY DETECTION RESOURCES

PAGE 4.....NATIONAL OBSERVANCES

PAGES 5- 6.....SOCIAL MEDIA MESSAGING



ABOUT THE AMERICAN INDIAN CANCER FOUNDATION

The American Indian Cancer Foundation (AICAF) is a 501(c)3 nonprofit organization established to address the tremendous cancer burden faced by American Indian and Alaska Natives. Its mission is to eliminate the cancer burdens on American Indian and Alaska Native people through improved access to prevention, early detection, treatment and survivor support. AICAF strives to be a partner trusted by tribes and organizations working toward effective and sustainable cancer solutions based in the cultural teachings and wisdom.



ABOUT THIS SOCIAL MEDIA TOOLKIT

AICAF created the #BlueBeads Social Media Toolkit to engage community members, health professionals, and leaders working towards cancer equity in raising awareness of colorectal cancer (CRC) in Native communities. AICAF will honor National Colorectal Cancer Awareness Month throughout March, sharing resources, webinars, survivor stories, and colorectal health information.

Learn more about Indigenous cancer burdens and what AICAF is doing at americanindiancancer.org

ABOUT BLUE BEADS

Colon cancer disproportionately affects Native communities and is the third most commonly diagnosed cancer among all American Indian/Alaskan Native people. Support AICAF's 6th annual Blue Beads campaign and raise colorectal health awareness by sharing culturally tailored messaging and resources. Blue Beads aims to educate people about the importance of early detection and remind men and women to stay updated on their cancer screenings. Finding and removing polyps before they turn into cancer may help save your life. Because this national campaign happens on a digital platform, community members can participate from anywhere!

The Toolkit also includes sample posts for social media that can be easily copied and pasted into the social media platform of your choice. We encourage you to personalize these posts with pictures and information unique to your community!

National Observances

When should you post your content? Below is a list of special days and weeks in March dedicated to raising awareness of various topics. Utilizing or being mindful of special days that occur during the Blue Beads campaign can help keep your posts consistent, relevant, and maintain a flow of content. Planning out your content will also help you save time!

March 2024

National Colorectal Cancer Awareness Month, National Nutrition Month, Women's History Month, and National Kidney Cancer Awareness Month.

- March 1: Dress in Blue Day
- March 8: International Women's Day
- March 17: St. Patrick's Day
- March 19: First Day of Spring, National Agriculture Day
- **March 21: Blue Beads Day**
- March 22: World Water Day
- March 25: National Pecan Day
- National Physicians Week (March 25-31)
- March 31: Trans Day of Visibility

TIP: Be mindful of ceremonial seasons that may impact your program outreach and activities, as most tribal members take time away to participate during these sacred times.



Sources:

- <https://b2b.healthgrades.com/insights/blog/2023-health-observances-calendar/>
- <https://juleeho.com/food-marketing-blog/2020-food-holidays-the-most-comprehensive-365-day-list>
- <https://www.aacr.org/patients-caregivers/awareness-months/>

Social Media Messaging

Tag AICAF in your social media posts so we can share and support your programs!

 americanindiancancer.org
  /AmericanIndianCancer
  @AICAF_Org
  @AmericanIndianCancer

Date	Topic	Media	Facebook	Twitter
03.01.24	Share Facebook Event Page	Link	Colorectal cancer is the third most commonly diagnosed cancer among Indigenous people and the second leading cause of cancer death. Support AICAF's Blue Beads campaign in March during National Colorectal Cancer Awareness Month! Wear blue and join AICAF's Facebook event to learn more about how YOU can raise awareness about colorectal cancer in Indian Country: https://fb.me/e/16mGYThDB	Colorectal cancer is the third most commonly diagnosed cancer among Indigenous people. Support AICAF's Blue Beads campaign in March during National Colorectal Cancer Awareness Month! Raise awareness about colorectal cancer in Indian Country here: https://fb.me/e/16mGYThDB
03.05.24	End Colon Cancer Resource	Link	Most colorectal cancer starts as non-cancerous growths or polyps, which can be detected with regular screenings and removed with a colonoscopy. Screening is highly recommended for Native men and women ages 45-75. #GetBehindCRCScreening and talk to your doctor about when screening is right for you!	Most colorectal cancer starts as non-cancerous growths or polyps, which can be detected with regular screenings and removed with a colonoscopy. #GetBehindCRCScreening and talk to your doctor about when screening is right for you! #BlueBeads
03.06.24	Signs and Symptoms Resource	Link	But I don't have any symptoms! Indigenous people are often diagnosed with colorectal cancer in its later stages when symptoms are more obvious. Pay attention to your body and use AICAF's resource to help you learn the signs and symptoms of colorectal cancer. #BlueBeads	But I don't have any symptoms! Indigenous people are often diagnosed with colorectal cancer in its later stages when symptoms are more obvious. Pay attention to your body and use AICAF's resource to help you learn the signs and symptoms of colorectal cancer. #BlueBeads
03.07.24	Family History Resource	Link	Does colorectal cancer run in your family? If so, you may be at an increased risk. Learn your family's health history and ask your doctor if you should be screened for CRC before age 45. Use AICAF's Family History Tree to guide you and #GetBehindCRCScreening. Don't forget to wear blue on March 21st for #BlueBeads Day!	Does colorectal cancer run in your family? If so, you may be at an increased risk. Learn your family's health history and ask your doctor if you should be screened for CRC before age 45. Use AICAF's Family History Tree to guide you and #GetBehindCRCScreening. #BlueBeads
03.12.24	Which Screening is Right for Me? Resource	Link	Colorectal cancer often has no signs or symptoms in its early stages. If found and treated soon enough, 9 out of 10 people will still be living 5 years after diagnosis. #GetBehindCRCScreening and talk to your doctor about which screening option is right for you.	Colorectal cancer often has no signs or symptoms in its early stages. If found and treated soon enough, 9 out of 10 people will still be living 5 years after diagnosis. #GetBehindCRCScreening and talk to your doctor about which screening option is right for you.
03.13.24	One Week Before Blue Beads Day Reminder	Link	Blue Beads happens in ONE WEEK! Help raise awareness about colorectal cancer screening in Indian Country by taking the #BlueBeads Screening Pledge: https://forms.office.com/r/x80LWnLip7 . Don't forget to wear blue next week!	Blue Beads happens in ONE WEEK! Raise colorectal cancer awareness in Indian Country by taking the #BlueBeads Screening Pledge: https://forms.office.com/r/x80LWnLip7
03.14.24	Survivorship	Link	A lot can be learned from the wisdom of our Indigenous cancer survivors. Read about the experiences and inspiring journeys of these brave colorectal cancer survivors: http://ow.ly/c1Qg50ypGuw .	A lot can be learned from the wisdom of our Indigenous cancer survivors. Read about the experiences and inspiring journeys of these brave colorectal cancer survivors: http://ow.ly/c1Qg50ypGuw .

Social Media Messaging

Tag AICAF in your social media posts so we can share and support your programs!

americanindiancancer.org  /AmericanIndianCancer  @AICAF_Org  @AmericanIndianCancer

Date	Topic	Media	Facebook	Twitter
03.18.24	Wear blue	Link	Raise awareness of colorectal cancer in Indian Country by wearing your blue beadwork all month long! Use the hashtag #BlueBeads and join the movement by posting pictures featuring blue beadwork, ribbon skirts, ribbon shirts, or any other creative expression. Don't forget to join AICAF's virtual gathering on March 21st for Blue Beads Day! https://fb.me/e/16mGYThDB	Post pictures featuring blue beadwork, ribbon skirts, ribbon shirts, or any other creative expression to raise awareness of colorectal cancer in Indian Country. Use the hashtag #BlueBeads to join the movement! https://fb.me/e/16mGYThDB
03.19.24	Gut Health Resource	Link	Food is medicine. Get inspired to make a gut-friendly meal! Share your favorite traditional food that promotes gut health in the comments below!!	Food is medicine. Get inspired to make a gut-friendly meal! Share your favorite traditional food that promotes gut health in the comments below!!
03.20.24	One Day Before Blue Beads Day Reminder	Link	Blue Beads is TOMORROW! Wear your favorite blue clothing or jewelry to support AICAF's #BlueBeads campaign during National Colorectal Cancer Awareness Month. Join our Facebook event to learn more about how YOU can raise awareness of Indigenous cancer burdens: https://fb.me/e/16mGYThDB	Blue Beads is TOMORROW! Wear your favorite blue clothing or jewelry to support AICAF's #BlueBeads campaign during National Colorectal Cancer Awareness Month. Join our Facebook event: https://fb.me/e/16mGYThDB
03.21.24	Blue Beads Day		This year, it's estimated over 150,000 people will be diagnosed with colorectal cancer. Join our fight to end this preventable disease by wearing blue today to honor all those impacted by colorectal cancer.	This year, it's estimated over 150,000 people will be diagnosed with colorectal cancer. Join our fight to end this preventable disease by wearing blue today to honor all those impacted by colorectal cancer.
03.26.24	My Colonoscopy Tools Resource	Link	Navigate your health journey with confidence! Our latest resource is designed to demystify colonoscopy appointments, bringing clarity and empowerment to your colorectal health. Knowledge is key! #BlueBeads	Navigate your health journey with confidence! Our latest resource is designed to demystify colonoscopy appointments, bringing clarity and empowerment to your colorectal health. Knowledge is key! #BlueBeads
03.27.24	My FIT Test Tools Resource	Link	#GetBehindCRCScreening. What's a FIT Test? This is a cancer screening option for average-risk people starting at 45 years old. Explore our latest colorectal health resource to see if this screening option is right for you. #BlueBeads	#GetBehindCRCScreening. What's a FIT Test? This is a cancer screening option for average-risk people starting at 45 years old. Explore our latest colorectal health resource to see if this screening option is right for you. #BlueBeads
03.28.24	Take the Pledge	Link	As National Colorectal Cancer Awareness Month concludes, let's deepen our commitment to understanding the unique challenges faced by Indigenous communities in the fight against cancer. Join your relatives in taking the #BlueBeads screening pledge to empower yourself on your health journey. Together, we stand united against colorectal cancer! https://forms.office.com/r/x80LWnLip7	Join your relatives in taking the #BlueBeads screening pledge to empower yourself on your health journey. Together, we stand united against colorectal cancer! https://forms.office.com/r/x80LWnLip7



American Indian Cancer Foundation®

2355 Fairview Ave N #317
Saint Paul, MN 55113
612.314.4848
communications@aicaf.org

www.AmericanIndianCancer..org

