In this document you will find sample social media messages to help you communicate with your congregation about your Worship in Pink program, including resources to information about breast health.

* Sample Breast Health Social Media Messages
* Sample Worship in Pink Event Social Media Messages

As a Worship in Pink Ambassador your passion is the greatest gift you can give. We are so appreciative of you.

**Sample Breast Health Social Messages**

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| **Channel/Notes** | **Messaging** |
| **Facebook** | Post 1:  We care about the health of our congregation. Did you know that 1 in 8 women in the U.S. will be diagnosed with breast cancer in her lifetime? We are collaborating with @SusanGKomen to educate our congregation about breast cancer risk, warning signs, screening and more. Learn more about breast cancer at komen.org.  Post 2:  More than 300,000 people in the U.S. are expected to be diagnosed with breast cancer this year. So, we’ve collaborated with @SusanGKomen to better understand breast health. You can learn more about breast health at komen.org.  Post 3:  Did you know that most people with breast cancer don’t have a family history of the disease? About 15% of women diagnosed with breast cancer have a first-degree female relative (mother, sister or daughter) who has been diagnosed. This is why it's important to stay on top of your yearly breast screenings. Learn more about breast screenings at komen.org. |
| **X (Use #worshipinpink and perhaps add a hashtag specific to your congregation, for example #FirstBaptistCares)** | Post 1:  We care about the health of our congregation. We are collaborating w/ @SusanGKomen to educate our community about #breastcancer risk, warning signs, screening & more. Learn more about breast cancer @komen.org.  Post 2:  Did you know that over 300,000 people in the U.S. are expected to be diagnosed w/ #breastcancer this year? We’ve collaborated with @SusanGKomen to better understand breast health for our congregation. You can learn more @komen.org  Post 3:  Did you know that most people with breast cancer don’t have a family history of the disease? About 15% of women diagnosed with #breastcancer have a first-degree female relative (mother, sister or daughter) who has been diagnosed. This is why it's important to stay on top of your yearly breast screenings. Learn more at komen.org. |
| **Instagram**  **(Use #worshipinpink and perhaps add a hashtag specific to your congregation, for example #FirstBaptistCares)** | Post 1:  We care about the health of our congregation. Did you know that 1 in 8 women in the U.S. will be diagnosed with #breastcancer in her lifetime? We are collaborating with @SusanGKomen to educate our congregation about breast cancer risk, warning signs, screening and more. Learn more about breast cancer at the link in bio.  Post 2:  Did you know that 300,000 people in the U.S. are expected to be diagnosed with #breastcancer this year? So, we’ve partnered with @SusanGKomen to better understand breast health. You can learn more about breast health at the link in our bio.  Post 3:  Did you know that most people with breast cancer don’t have a family history of the disease? About 15% of women diagnosed with #breastcancer have a first-degree female relative (mother, sister or daughter) who has been diagnosed. This is why it's important to stay on top of your yearly breast screenings. Learn more at komen.org. |

**Sample Worship in Pink program idea social messages**

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| **Channel/Notes** | **Messaging** |
| **Facebook**  **(Add pictures of your wall of hope, add information for attending your Worship in Pink event)** | Post 4:  Breast cancer may be overwhelming, but there is strength in faith. This [month] we honor those in our congregation that have been impacted by breast cancer with a wall of hope in [location]. Join us in partnership with @SusanGKomen on [date and time] as we Worship in Pink. Visit @komen.org to learn more about breast cancer and what you can do regarding your breast health. |
| **X (Use #worshipinpink and perhaps add a hashtag, for example #FirstBaptistCares)** | Post 4:  This [date] we honor those in our congregation that have been impacted by breast cancer as we collab w/ @SusanGKomen & #WorshipinPink to learn more about what you can do regarding your breast health. |
| **Instagram**  **(Use #worshipinpink and perhaps add a hashtag, for example #FirstBaptistCares)** | Post 4:  Breast cancer may be overwhelming, but there is strength in faith. This [time period] we honor those in our congregation that have been impacted by breast cancer with a wall of hope in [location]. Join us in partnership with @SusanGKomen on [date and time] to #WorshipinPink and learn more about breast cancer and what you can do regarding your breast health. See the link in our bio. |

Sample Images

A person sleeping on a bed

Description automatically generated with low confidenceA picture containing grass, outdoor, tree, person

Description automatically generatedA picture containing person, outdoor, grass, pink

Description automatically generatedA group of people clapping

Description automatically generated with medium confidenceA person wearing a headscarf

Description automatically generated with medium confidence