

#StrongerKnowingMore

Social media pack



Overview

Black men are at an increased risk of prostate cancer. The more knowledge they have about it, the stronger they will be to face it.

We want to inspire black men to take control of their health and with your help, we can do just that.

What are we asking you to do?

- We want you to share the message that if you're a black man over 45 then you face an increased risk of prostate cancer.
- You should be signposting people to the campaign website. Please always add prostatecanceruk.org/strongerknowingmore to every social post (as well as the hashtag).

Three things to remember

- Be positive
- Empower black communities to know their risk
- Create, engage in and promote conversations around the subject

Hashtags and tagging us

- #StrongerKnowingMore – Please use it in every tweet and Instagram post
- On Facebook, you don't have to use the hashtag, but please tag us by typing "@Prostate Cancer UK" and selecting us in the dropdown.
- You can also tag us on Twitter and Instagram, just use @ProstateUK (Twitter) or @prostatecanceruk (Instagram).

What pictures or videos can you use?

- You will have been sent the following assets with this social media pack:
 - The billboard image
 - The risk video: <https://youtu.be/DxWhCu38My8>
 - The behind the scenes video: <https://youtu.be/tXEIOMx0fss>

Below are some example posts and messaging for you to use on your social channels, however we'd love you to put your own personality into anything you post!

Feel free to put your own spin on the below but please always include the URL prostatecanceruk.org/strongerknowingmore and on Twitter and Instagram the hashtag #StrongerKnowingMore

You can add any picture or video you prefer for Facebook, Twitter or Instagram

Example Facebook posts

- Don't wait for early warning signs.
If you're a black man over 45, now's the time to find out about the increased risk you face.
prostatecanceruk.org/strongerknowingmore
- Black men face a higher risk of prostate cancer.
Spread the word. Take back control.
prostatecanceruk.org/strongerknowingmore

- Black men face double the risk of prostate cancer.
Don't avoid your risk – use knowledge to confront it.
prostatecanceruk.org/strongerknowingmore

Example tweets

- Black men face a higher risk of prostate cancer.
Spread the word. Take back control.
prostatecanceruk.org/strongerknowingmore #StrongerKnowingMore
- 1 in 4 black men will get prostate cancer.
Tell four friends. Take back control.
prostatecanceruk.org/strongerknowingmore #StrongerKnowingMore

Example Instagram posts

- Don't wait for early warning signs.
If you're a black man over 45, now's the time to find out about the increased risk you face.
prostatecanceruk.org/strongerknowingmore #StrongerKnowingMore
- 1 in 4 black men will get prostate cancer.
Tell four friends. Take back control.
prostatecanceruk.org/strongerknowingmore #StrongerKnowingMore
- Black men face double the risk of prostate cancer.
Don't avoid your risk – use knowledge to confront it.
prostatecanceruk.org/strongerknowingmore #StrongerKnowingMore