

How to Use the Prostate Cancer Awareness Month SOCIAL MEDIA TOOLKIT

#GoBlueGetChecked



**Step 1: Post
Weekly**



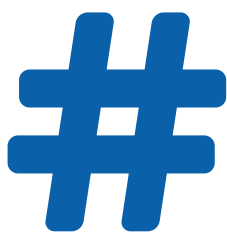
**Step 4: Tag &
Engage**



**Step 2: Pair
Your Posts
with Visuals**



**Step 5: Keep It
Authentic**



**Step 3: Use the
Hashtags**



✦ **Follow us on Social Media:**

✦  [@ProstateConditionsEducationCouncil](https://www.facebook.com/ProstateConditionsEducationCouncil)

 [@4prost8health](https://www.instagram.com/4prost8health)

 [@ProstateConditionsEducationCouncil](https://www.linkedin.com/company/ProstateConditionsEducationCouncil)

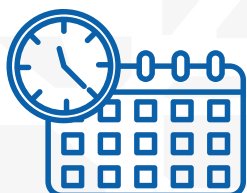
 **GO BLUE, GET CHECKED.**
Prostate Cancer Awareness Month



PCAM TOOLKIT GUIDE

#GoBlueGetChecked

[FIND POST
GRAPHICS HERE](#)



Share three posts each week in September:

1. **Fact Post** - Raise awareness with a statistic.
2. **New Treatment Post** - Highlight a treatment innovation.
3. **Call to Action Post** - Encourage engagement.



Pair Your Posts with Visuals

Use toolkit graphics for weekly posts. Survivor stories should have personal images or optional photo frames.



Use the Hashtags

#ProstateCancerAwareness #ShowYourBlue
#GoBlueGetChecked #MensHealthMatters



Tag & Engage

Tag partners, healthcare providers, and survivor groups. Respond to comments and share stories.



Keep It Authentic

Use your own voice, adapt captions, share local resources, and encourage real community engagement.



Support Everyone!

No one organization can create change on their own! While this toolkit gives you ready-to-use social media content throughout Prostate Cancer Awareness Month, like other advocacy groups posts and #ShowYourBlue for ALL!

WEEK ONE POSTS

#GoBlueGetChecked

01

WEEK 1 FACT

1 in 8 men will be diagnosed with prostate cancer. Early detection saves lives.

#ProstateCancerAwareness
#KnowYourRisk

Build Your Blueprint: **GET CHECKED TODAY.**



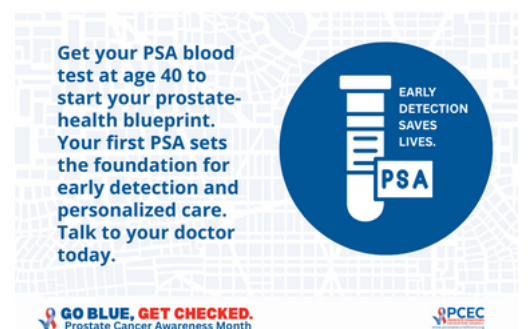
02

WEEK 1 FACT

Get your PSA blood test starting at age 40 to start your prostate-health blueprint. Talk to your doctor about your risk and family history! #KnowYourRisk

#ProstateCancerAwareness
#GetChecked

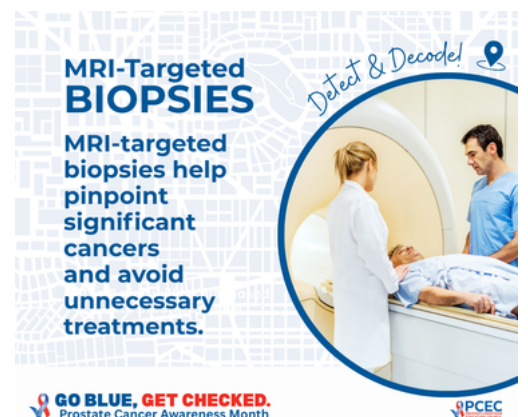
Build Your Blueprint: **GET CHECKED.**



03

WEEK 1 NEW TREATMENT

MRI-targeted biopsies help find significant cancers and can help your healthcare provider develop most effective treatment plan #InnovationInCancer
#ProstateHealth



04

WEEK 1 CALL TO ACTION

Survivors: share your story to inspire others! #ShowYourBlue
#SHAREYOURBLUE
#Survivorship



WEEK TWO POSTS

#GoBlueGetChecked

01

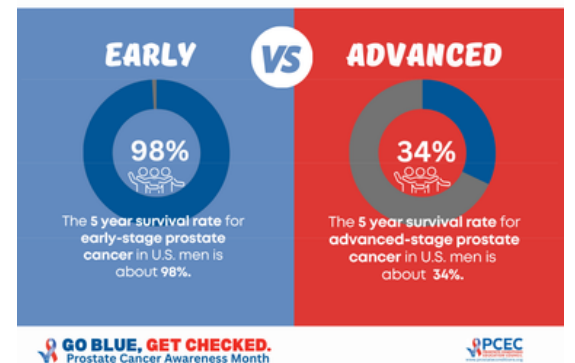
WEEK 2 FACT

Most prostate cancers are found early, with nearly 100% 5-year survival rate when cancer is still in the prostate.

#ProstateCancerAwareness

#KnowYourRisk #Menshealth

WHY EARLY DETECTION MATTERS.
Early stage, localized prostate cancer has a nearly 100% survival rate.



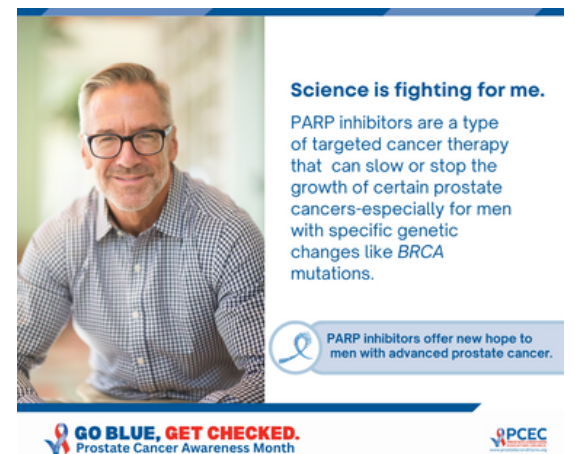
02

WEEK 2 NEW TREATMENT

PARP inhibitors are a type of targeted treatment to those with advanced prostate cancer, especially for men with BRCA mutations.

#ProstateCancerTreatment

#BRAC



03

WEEK 2 CALL TO ACTION

Wear blue and post your photo using #ShowYourBlue to support men facing prostate cancer.



WEEK THREE POSTS

#GoBlueGetChecked

01

WEEK 3 FACT

If you've faced prostate cancer, you're part of a community of over 3.1 million survivors in the U.S. We see you. We stand with you ❤️.

#StrongerTogether

#ProstateCancerAwareness



Over 3.1 million men in the U.S. are prostate cancer survivors. You're not alone.



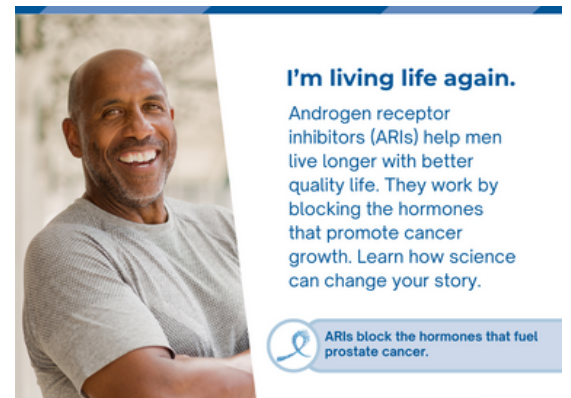
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Prostate Cancer Awareness Month

PCEC
PROSTATE CONDITIONS
EDUCATION COUNCIL
www.prostateconditions.org

02

WEEK 3 NEW TREATMENT

New androgen receptor inhibitors help men live longer with better quality of life. #LifeAfterCancer
#ProstateCanceradvances



I'm living life again.

Androgen receptor inhibitors (ARIs) help men live longer with better quality life. They work by blocking the hormones that promote cancer growth. Learn how science can change your story.



ARIs block the hormones that fuel prostate cancer.

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03

WEEK 3 CALL TO ACTION

Survivors: share your best wellness tip! #SurvivorStrong
#ShowYourBlue
#ShareYourBlue



Survivors, share your best wellness tip!

What is one wellness tip you've discovered during your journey that you wish you had known earlier?

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WEEK FOUR POSTS

#GoBlueGetChecked

01

WEEK 4 FACT

Black men are 70% more likely to develop prostate cancer and twice as likely to die from it. Together, we can change this.

#HealthEquity

#ProstateCancerAwareness

#Blackmenshealthmatters



02

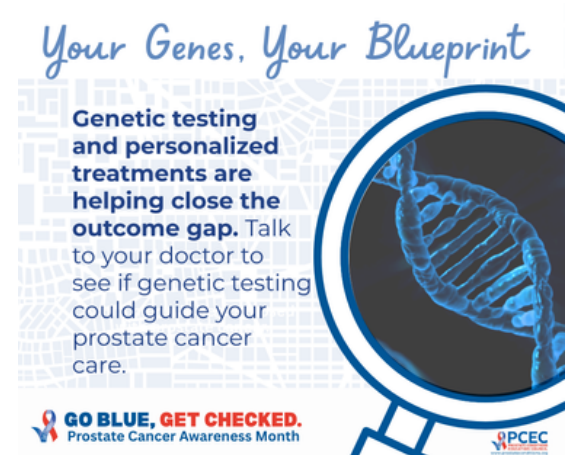
WEEK 4 NEW TREATMENT

Genetic testing and personalized treatments are helping close the outcome gap.

#PrecisionMedicine

#ProstateHealth

#GeneticTesting



03

WEEK 4 CALL TO ACTION

Do you know of a community event about prostate cancer near you? Tag and share below! Together, we can make a difference.

#SHOWYOURBLUE

#GoBlueGetChecked

#SHAREYOURBLUE

