

MEN'S HEALTH MONTH

SOCIAL MEDIA TOOLKIT



2017

@MensHlthNetwork



CONNECTING MEN, WOMEN, AND THEIR COMMUNITIES

PROVIDING THE MESSAGING AND
TOOLS TO CELEBRATE AND
PROMOTE MEN'S HEALTH THIS JUNE

IMPORTANT

DATES TO REMEMBER

All June - Men's Health Month

June 6 - Latino Men's Health Twitter Chat (#MensHealthMonth & #SaludTues)

June 12 - 18 - Men's Health Week

June 16 - Wear Blue For Men's Health (Use the #ShowUsYourBlue)

June TBD - #YouGoodMan Twitter Chat

June TBD - Prostate Cancer Twitter Chat

Please feel free to use and share the sample social media messages, images, blog post, e-newsletter, and press release content in this toolkit. Click [here](#) to see additional images for Men's Health Month.

Use the hashtags throughout the month of June:

#MensHealthMonth

#MensHealthWeek

#WearBlue

#ShowUsYourBlue



TWITTER

SAMPLE TWEETS

- June is all about the fellas—it's #MensHealthMonth where we raise awareness on health issues impacting boys & men. <http://tiny.cc/MensHealthMonth>
- June is #MensHealthMonth! #WearBlue and send us your photos in blue to show support! ow.ly/xaKY300AqBq #ShowUsYourBlue
- It's the 23rd anniversary of #MensHealthWeek! How'd it start? <http://tiny.cc/MensHealthMonth> #MensHealthMonth #ShowUsYourBlue
- #MensHealthWeek is right around the corner 6/12-6/18. Show your support of raising awareness for #menshealth issues and #WearBlue on June 16. <http://tiny.cc/ShowBlue>



TWITTER

SAMPLE TWEETS

- Think there aren't health disparities between men & women? Women outlive men by 5 yrs. ow.ly/JzLA300AqNz
#MensHealthMonth
- Women outlive men by 5 yrs! What can be done to fix that? ow.ly/JzLA300AqNz
#MensHealthMonth #ShowUsYourBlue
- It's #MensHealthMonth. See our checklist of things to do to help raise awareness about #menshealth. #ShowUsYourBlue
<http://tiny.cc/MHM2Do>
- June 12-18 is #MensHealthWeek. Show your support by planning a #WearBlue day to raise awareness. #ShowUsYourBlue
<http://tiny.cc/MHM2Do>





TWITTER

SAMPLE TWEETS

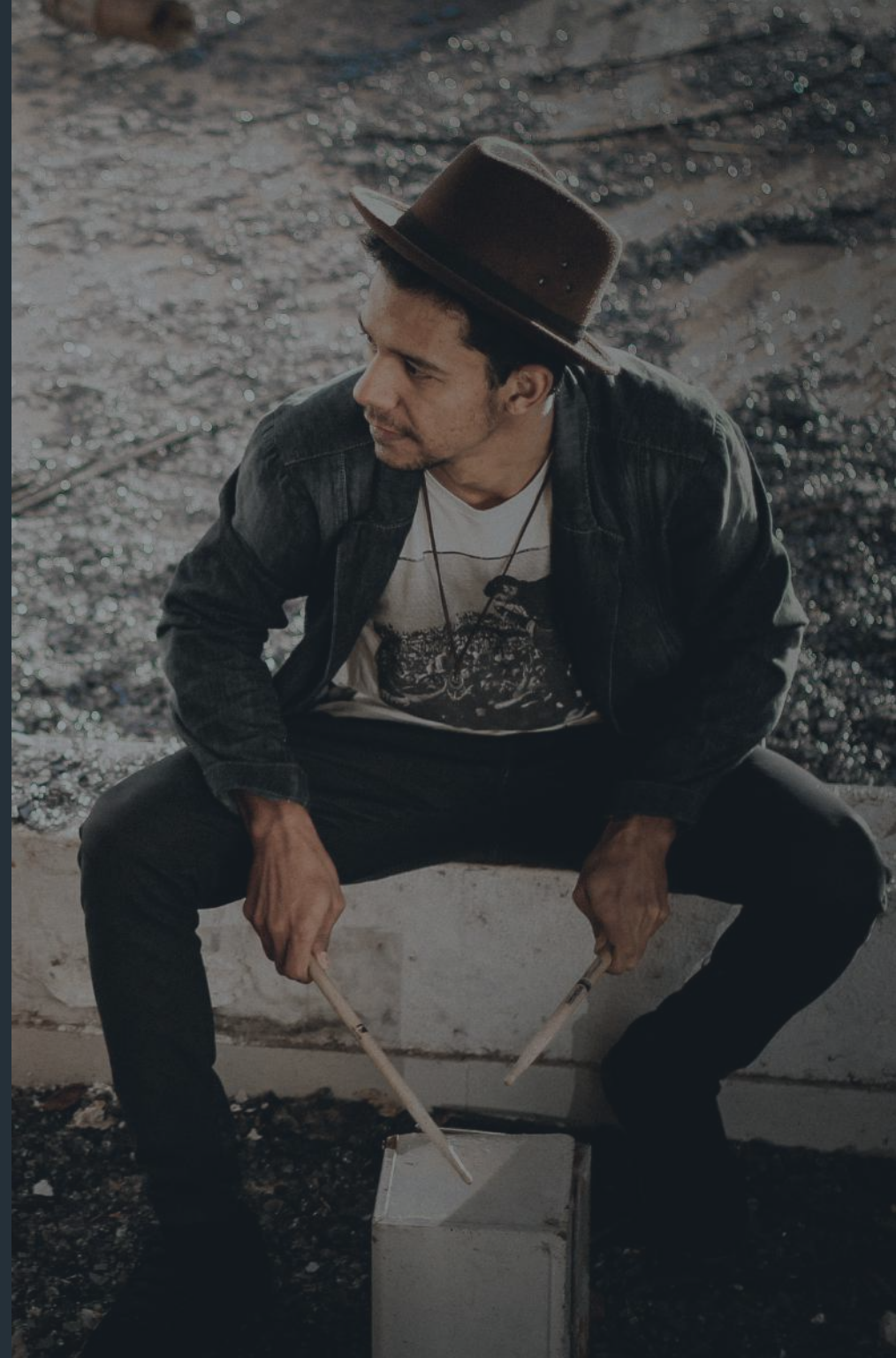
- Did you know #MensHealthMonth and #MensHealthWeek passed Congress 23 years ago? <http://bit.do/MHMHistory>
- Hey guys! It's #MensHealthMonth . Perfect time to set your routine doctor's appointment and get peace of mind! #GetItChecked
- Eat right. Exercise daily. Visit the doctor. Stay healthy. Stay strong. RT and #ShowUsYourBlue #MensHealthMonth #GetItChecked
- Blue isn't just a color. On 6/16 you can #WearBlue @ work to show support for #menshealth awareness. #ShowUsYourBlue <http://tiny.cc/ShowBlue>
- Women are more likely than men to visit a doctor regularly. RT #MensHealthMonth to help change that! -> ow.ly/JzLA300AqNz



TWITTER

SAMPLE TWEETS

- Don't like seeing the doctor? You're not alone. But we all need to #manup and schedule annual visits. #MensHealth #MensHealthMonth
- Guys: Set a healthy example for the kids and family. Be healthy, #ShowUsYourBlue and visit the doctor. #MensHealthMonth
- More exercise. Less junk food. Wise up for #MensHealthMonth and #ShowUsYourBlue
- Many health conditions can be prevented or detected early with regular checkups. Make prevention a priority! #GetItChecked #MensHealthMonth
- 1 in 2 men get cancer in their lifetime. Women? 1 in 3. Let's change the statistics. ow.ly/JzLA300AqNz #MensHealthMonth



FACEBOOK

FRIENDLY POSTS

- Did you know June is #MensHealthMonth? This month there is heightened awareness on preventable health problems, early detection, and treatment of diseases impacting men and boys. See how you can support #MensHealth and the #ShowUsYourBlue Campaign <http://tiny.cc/MensHealthMonth>
- June is all about the fellas because it's #MensHealthMonth. See these tips of easy things you can do during the month to help raise awareness about #menshealth issues like #prostate & #testicular health and general wellbeing. <http://tiny.cc/MensHealthMonth>
- Guys, when is the last time you went to the doctor? Did you know young men in particular should at least have annual checkups? June is Men's Health Month—the perfect time to get those annual checkups. See this list of things doctors wish they could tell guys who don't get their checkups. <http://bit.do/CheckMeUpDoc> #MensHealthMonth #GetItChecked #WearBlue
- It's #MensHealthMonth all June. Wanna get involved and help raise #awareness about #menshealth issues? Check out these easy things to do all month long. <http://tiny.cc/MHM2Do>

FACEBOOK

FRIENDLY POSTS

Men's Health Week Posts (Do not use after June 18)

- June 12-18 is all about Men because it's Men's Health Week. See how you can support raising awareness for men's health issues by wearing blue on June 16 at work. #ShowUsYourBlue <http://tiny.cc/ShowBlue>
- Blue isn't just a color—in fact, on June 16 blue can help raise awareness about health issues impacting men like prostate and testicular cancers. Join the #ShowUsYourBlue campaign by wearing blue to work Friday, June 16. #WearBlue <http://tiny.cc/ShowBlue>
- Women outlive men by an average of 5 years. So time to #manup and get involved in #MensHealthMonth! Visit a doctor, or encourage a friend to #GetItChecked. Wise up on all the facts and options available for #menshealth --> ow.ly/4nqtET And don't forget to #ShowUsYourBlue

NEWSLETTER

CONTENT

June Is Men's Health Month

The month of June is all about the fellas because it's the official Men's Health Month. The month also coincides with Men's Health Week (June 12-18) and the #ShowUsYourBlue campaign on June 16 where men and women are encouraged to wear blue to work that day to show their support for the health and wellbeing of men boys and men.

2017 will mark the 23rd anniversary for the week, which was signed into law by President Clinton in 1994 to help raise awareness about health issues impacting men and boys.

Want to get involved during the month? [See this list of easy things you can do to show your support.](#)

BLOG

CONTENT

June Is Men's Health Month—Get Involved

Did you know there was a month entirely dedicated to raising awareness for issues impacting the health and wellness of men and boys? June will honor the 23rd annual Men's Health Month.

The month also coincides with Men's Health Week (June 12-18), a special awareness period created by Congress, and the #ShowUsYourBlue campaign on June 16 where men and women are encouraged to wear blue to work that day to show their support for the health and wellbeing of men boys and men.

[See our easy list of things to do to be active, aware, all month long.](#)

1. June is Men's Health Month – spread the word and make sure every loved male in your life is living well
2. Early screenings! They will not only save money in the long run but also save your life and/or make life easier to manage if diseases are caught early on
3. Exercise, its summertime! Why do you think most TV shows and football are off? So men can finally go out and move around. (Note: there is no true correlation between summer broadcast schedule and reason to exercise) You shouldn't need a reason to get at least 30 minutes of exercising in, just help your heart and just do it like Nike says.
4. Father's Day is coming up! Why not give your father figure in your life the gift of knowledge along with your gift. There are many resources at www.menshealthnetwork.net that help educate you and your father about risks of prostate cancer and other diseases that may be prevalent to you.
5. Keep reading this blog and others like it for the latest on how to improve and support men's health. (Hopefully starting with this June, we will have regular pieces weekly for you)
6. Remember that anyone can assist in the men's health movement, and help is not limited by gender basis. Anyone can be supportive and help men make that first step towards a better life. Everyone should be an ally!

FOR IMMEDIATE RELEASE

June [date], 2017

CONTACT: Contact Person

Contact Number

Contact Email

Organizations across the country team up for Men's Health Month

[City, State (AP Style)] – To celebrate the Men's Health Month, [your organization], along with Men's Health Network, the Congressional Men's Health Caucus, and hundreds of other local and national organizations will launch an awareness campaign.

The goal: Educate the public about the many preventable health problems that affect men and boys, and empower them and their loved ones to move towards a healthier, happier life.

Men die five years younger than women, on average, and die at higher rates for nine of the Top Ten causes of death. Men are the majority of workplace injuries, less likely to be insured, and far less likely to see a doctor for preventive care. All of this impacts their ability to be an involved father, supportive husband, and engaged member of their community.

“YOUR QUOTE”

“This year continues to be a pivotal one for men's health—new guidance on prostate cancer screenings and the declining mortality rates for large groups of men means awareness and education is paramount,” says Ana Fadich, Vice President at Men's Health Network.

Throughout June will be hundreds of events across the country and around the globe hosted by churches, private business, civic organizations, government agencies, fraternities, and other organizations.

This year also marks the 23rd Anniversary of National Men's Health Week (NMHW), passed by Congress and signed into law by President Clinton in 1994. It starts Monday, June 12, and ends on Father's Day, June 18, 2016. Additional support comes from governors and mayors who issue proclamations for Men's Health Week in their jurisdictions. You can find the proclamations here:

<http://www.menshealthmonth.org/week/proclamation.html>

You can also find more information on a variety of health issues at the Men's Health Resource Center: www.MensHealthResourceCenter.com and health profiles of men and boys in each state can be found at www.stateofmenshealth.com

[Your organization's bio]

PRESS

RELEASE



If you have questions or need additional messaging,
please contact:

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