

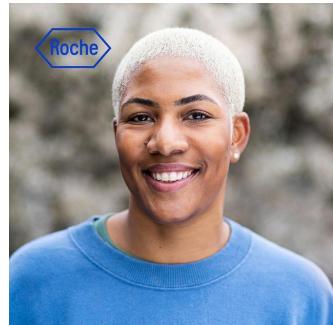
SOCIAL PLAN FOR GLOBAL CHANNELS

Overview	
Title of activity	2023 Cervical Health Awareness Month
Duration <i>Specify date range</i>	January 1-31, 2023
Description <i>Please describe briefly the activity</i>	<p>This social media plan is to increase awareness of cervical screening during Cervical Health Awareness Month in January. This plan is targeted at a lay audience and more specially at young women and women not specifically interested in healthcare / cervical health.</p> <p>The objectives of this tactic are to:</p> <ul style="list-style-type: none"> • Combat common barriers to cervical screening: Myths, time/discomfort, stigma and access • Reinforce Roche's commitment to WHO's goal of eliminating Cervical Cancer <p>This plan should contribute to the campaign outcome, which is that more women are aware of the need for regular screening, especially those who think it's not important or that they are not affected. Younger women are educated about the importance of creating a habit of regular screening throughout their lives.</p>
List of social channels <i>Specify all channels for this activity</i>	<p>Audience parameters:</p> <p>Followers of Roche global social media channels on LinkedIn, Twitter, Facebook, Instagram</p>
Sponsor <i>Must be a Roche person</i>	<p>Jo Lynn Garing & Amberly Peterson / Roche Diagnostics Solutions team</p> <p>Squad members: Kristin Garvin, Beth Rayl, Stacey Forbes, Mark Torowus</p>
Social lead <i>Must be a Roche person</i>	Anna Hermann

Supporting agency (optional)	Green Room for creative
Q&A document <i>For anticipated comments and feedback</i>	<link>

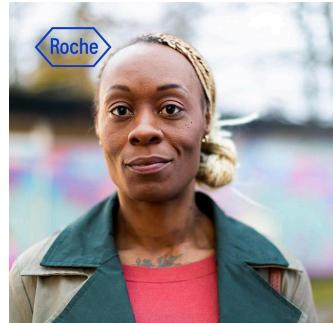
Social Media plan				
Channel	Date	Post caption	Post visual <i>Embedded / linked asset(s)</i>	Mean <i>Dark post /paid* organic, boosted organic</i>
<i>Social platform for activity</i>	<i>Publish date*</i>	<i>Text only, including links and hashtags</i>	<i>Image, carousel video...</i>	<i>Please specify</i>
Paid LinkedIn / Facebook / Twitter/ Instagram/ :				
LinkedIn	January 4	<p>LinkedIn copy</p> <p>Every two minutes, one woman dies of cervical cancer, a preventable disease. Together we can stop this. By combining vaccination, high-performance screening, and appropriate treatment through sustainable partnerships between the public and private sectors, we can save lives and support WHO's goal of eliminating #cervicalcancer. #ValueOfDiagnostics</p> <p>https://www.roche.com/stories/prevent-cervical-cancer-through-screening?utm_source=LI&utm_medium=Social&utm_campaign=CervicalHealthAwarenessMonth&utm_content=LinkedInPost&utm_term=LinkedInPost</p>	 <p>Asset copy: Together, we'll prevail.</p> <p>With access to proper screening, vaccination and treatment, we can beat cervical cancer.</p>	Organic

		<p>_campaign=CxCa_Awareness%20Month&utm_content=NP</p> <p>UTM for LinkedIn</p>	<p>With access to proper screening, vaccination and treatment, we can beat cervical cancer.</p> <p>Link to assets: https://drive.google.com/drive/folders/1sbwK0CXJwUTxvtWoS6XcdAZmsKSIYjBd?ths=true</p> <p>Link to hi-res images: https://drive.google.com/drive/folders/1R0vXLC6DGYmIYSsIGlaSqEGpTyHF0elz?ths=true</p>	
Facebook	January 4	<p>Facebook copy</p> <p>How much do you know about #cervicalhealth and #HPV? By encouraging open conversations and raising awareness about the importance of cervical screenings we can break down barriers that prevent women from regular check-ups. Don't let myths define your healthcare journey.</p> <p>#ValueOfDiagnostics https://www.roche.com/stories/prevent-cervical-cancer-through-screening#4a6be9ce-5060-4690-adb4-ba4cdb6d4720</p>	 <p>Myth: I'll know it if I have HPV. Fact: Most people don't know they have an HPV infection.</p>  <p>Myth: Pap tests check for HPV. Fact: A Pap test does not detect HPV and often misses disease.</p>	Organic



Myth: Vaccines prevent all types of HPV.

Fact: The vaccine does not protect against all types of high-risk HPV.



Are misinformation and myths stopping you from being screened for cervical health?

[Learn more and test your knowledge.](#)

Asset copy:

1. *Myth: I'll know it if I have HPV.*

Fact: Most people don't know they have an HPV infection.

2. *Myth: Pap tests check for HPV.*

Fact: A Pap test does not detect HPV and often misses disease.

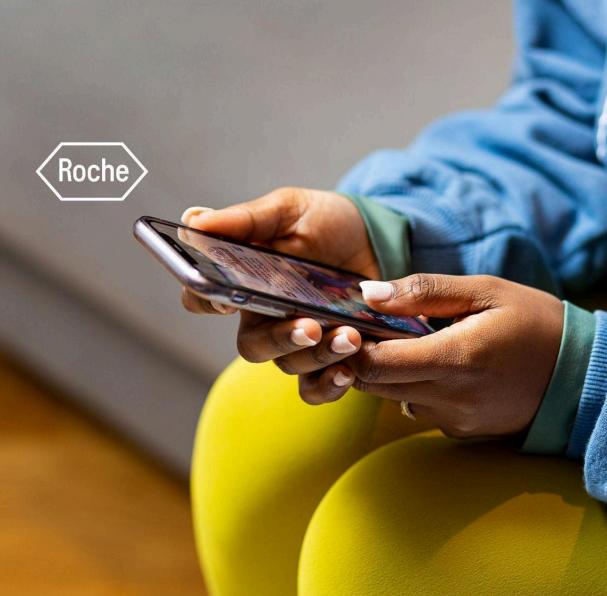
3. *Myth: Vaccines prevent all types of HPV.*

Fact: The vaccine does not protect against all types of high-risk HPV.

			<p>4. Are misinformation and myths stopping you from being screened for cervical health? Learn more and test your knowledge.</p> <p>Link to assets: https://drive.google.com/drive/folders/1sbwK0CXJwUTxvtWoS6XcdAZmsKSiYjBd?ths=true</p> <p>Link to hi-res images: https://drive.google.com/drive/folders/1R0vXLC6DGYmIYSSlGlSqEGpTyHF0elz?ths=true</p>	
Twitter	January 4	<p>Twitter copy</p> <p>No woman should die from cervical cancer. Which of the following myths about HPV and cervical cancer have you heard before?</p> <p>1. I'll know it if I have HPV. 2. Pap tests check for HPV. 3. Vaccines prevent all HPV.</p> <p>Follow up comment after 3 days: Are misinformation and myths stopping you from being screened for cervical health? Learn more and test your knowledge.</p> <p>https://www.roche.com/stories/prevent-cervical-cancer-through-screening#4a6be9ce-5060-4690-adb4-ba4cdb6d4720</p>	 <p>How many of these myths have you heard?</p> <p>1. I'll know it if I have HPV. 2. Pap tests check for HPV. 3. Vaccines prevent all HPV.</p> <p>Asset copy: How many of these myths have you heard? 1: I'll know it if I have HPV. 2: Pap tests check for HPV. 3: Vaccines prevent all HPV.</p> <p>Link to assets: https://drive.google.com/drive/folders/1sbwK0CXJwUTxvtWoS6XcdAZmsKSiYjBd?ths=true</p>	Organic

Link to hi-res images:

<https://drive.google.com/drive/folders/1R0vXLC6DGYmIYSsIGlaSqEGpTyHF0elz?ths=true>

Instagram	January 4	<p>Instagram copy</p> <p>During Cervical Cancer Awareness Month, boost your understanding of HPV and its link to cervical cancer. #ValueOfDiagnostics</p> <p>Frame 1 (picture 9x16) True or false? <i>I'll know it if I have HPV.</i></p> <p>Frame 2 True or false? <i>Pap tests check for HPV.</i></p> <p>Frame 3 True or false? Vaccines prevent all types of HPV.</p> <p>Frame 4 Boost your understanding of HPV and cervical cancer. Tap for more: https://www.roche.com/stories/prevent-cervical-cancer-through-screening#4a6be9ce-5060-4690-adb4-ba4cdb6d4720</p>	 <p>I'll know it if I have HPV.</p> <p>True or false?</p>	Organic
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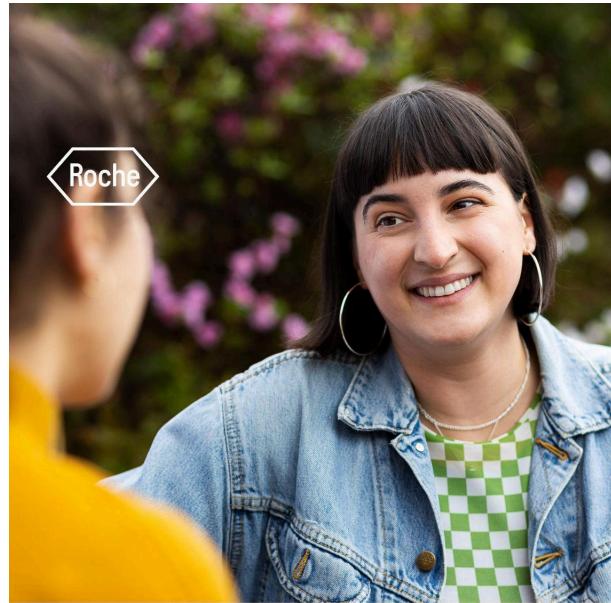
Pap tests check for
HPV.

True or false?



Vaccines prevent all types of HPV.

True or false?



Boost your
understanding of HPV
and cervical cancer.

Tap for more.

			<p>Asset copy:</p> <ol style="list-style-type: none">1. <i>I'll know it if I have HPV. True or false?</i>2. <i>Pap tests check for HPV. True or false?</i>3. <i>Vaccines prevent all types of HPV. True or false?</i>4. <i>Boost your understanding of HPV and cervical cancer. Tap for more.</i> <p>Link to assets: https://drive.google.com/drive/folders/1sbwK0CXJwUTxvtWoS6XcdAZmsKSiYjBd?ths=true</p> <p>Link to hi-res images: https://drive.google.com/drive/folders/1R0vXLC6DGYmIYSsIGlaSqEGpTyHF0elz?ths=true</p>	
LinkedIn	January 13	<p>LinkedIn</p> <p>Despite advances in science, limited access to testing still prevents some women from ever being screened for #cervicalcancer. In fact, about 90 percent of cervical cancer deaths occur in countries where people don't have access to necessary care.</p> <p>#HPV self-collection option can be a game changer. Learn more about our contribution to shaping healthcare solutions that will improve access to regular cervical screenings.</p> <p>#ValueOfDiagnostics</p>	 <p>Cervical self-sampling puts control in womens' hands.</p> <p>Asset copy: <i>Cervical self-sampling puts control in womens' hands.</i></p> <p>Link to assets: https://drive.google.com/file/d/1QuGOrQO2poWmnDAulz9yw83JTU22UETb/view?usp=share_link</p> <p>Link to hi-res images:</p>	Organic

			https://drive.google.com/drive/folders/1R0vXLC6DGYmIYSsIGlaSqEGpTyHF0elz?ths=true	
Facebook	January 13	<p>Facebook</p> <p>Limited access to testing, fear and anxiety over the exam and cultural concern – these are the barriers that prevent women from going to regular cervical screenings.</p> <p>Enabling women to collect their own sample privately can help remove obstacles that cause them to delay their gynecologic appointments. Learn more about how #HPVtesting is evolving.</p> <p>https://www.roche.com/stories/cervical-cancer-self-sampling?utm_source=FB&utm_medium=Social&utm_campaign=CxCa_Awareness%20Month&utm_content=NPP</p> <p>#ValueOfDiagnostics</p>	 <p>Take charge of your health.</p> <p>The power of cervical self-sampling puts control in your hands.</p> <p>Asset copy: <i>Take charge of your health. The power of cervical self-sampling puts control in your hands.</i></p> <p>Link to assets: https://drive.google.com/file/d/1e_OHbJiFvMK8oExWyfqMtLQqvFike-vb/view?usp=share_link</p> <p>Link to hi-res images: https://drive.google.com/drive/folders/1R0vXLC6DGYmIYSsIGlaSqEGpTyHF0elz?ths=true</p>	Organic

Twitter	January 13	<p>Twitter</p> <p>Access to care still prevents some women from ever being screened for #cervicalcancer. Learn more about a new HPV self-collection option that offers equivalent clinical information about risk for the disease.</p> <p>https://www.roche.com/stories/cervical-cancer-self-sampling?utm_source=T&utm_medium=Social&utm_campaign=CxCa_Awareness%20Month&utm_content=NPP</p> <p>#ValueOfDiagnostics</p>	 <p>Asset copy: <i>Take charge of your health. The power of cervical self-sampling puts control in your hands.</i></p> <p>Link to assets: https://drive.google.com/file/d/1TE6xu2pEzNNYQfwfkpcIJJAY_Tacu6u/view?usp=share_link</p> <p>Link to hi-res images: https://drive.google.com/drive/folders/1R0vXLC6DGYmIYSSIGlaSqEGpTyHF0elz?ths=true</p>	Organic
Instagram	January 13	<p>Instagram Story</p> <p>Frame 1</p> <p>Cervical cancer is one of the most successfully treatable forms of cancer, as long as it's detected early and managed effectively.</p> <p>Frame 2</p> <p>But some women don't have access to screenings.</p> <p>Frame 3</p> <p>Learn more about advances in self-collection.</p>		Organic

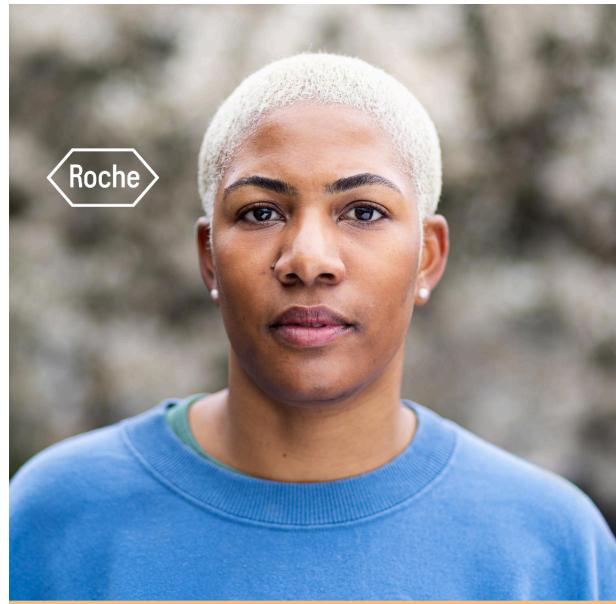
#ValueOfDiagnostics

Instagram UTM

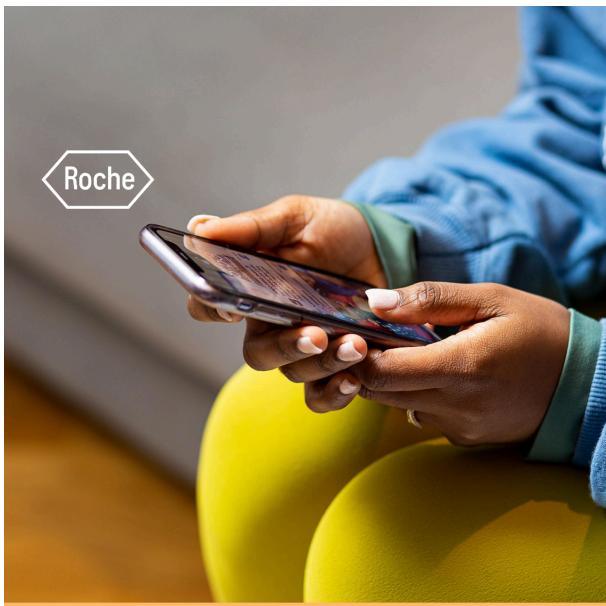
<https://www.roche.com/stories/cervical-cancer-self-sampling>



Cervical cancer is one of the most successfully treatable forms of cancer, as long as it's detected early and managed.



But some women don't
have access to screenings.



Learn more about
advances in
self-collection.
#ValueOfDiagnostics

Asset copy:

			<p>1. Cervical cancer is one of the most successfully treatable forms of cancer, as long as it's detected early and managed.</p> <p>2. But some women don't have access to screenings.</p> <p>3. Learn more about advances in self-collection. #ValueofDiagnostics</p> <p>Link to assets: https://drive.google.com/drive/folders/1sbwK0CXJwUTxvtWoS6XcdAZmsKSiYjBd?ths=true</p> <p>Link to hi-res images: https://drive.google.com/drive/folders/1R0vXLC6DGYmIYSSlGlaSqEGpTyHF0elz?ths=true</p>	
LinkedIn	January 18	<p>LinkedIn copy</p> <p>Busy lives and worrying about what to expect may lead to postponed cervical screening appointments. People with a cervix should know that a small investment of time and some minor unpleasantness can help prevent more serious issues down the road.</p> <p>https://www.roche.com/stories/prevent-cervical-cancer-through-screening?utm_source=LI&utm_medium=Social&utm_campaign=CxCa_Awareness%20Month&utm_content=NPP</p> <p>#ValueOfDiagnostics #cervicalcancer</p>	 <p>When women make time for cervical screenings, it can save their lives.</p> <p>Asset copy: <i>When women make time for cervical screenings, it can save their lives.</i></p> <p>Link to assets: https://drive.google.com/drive/folders/1sbwK0CXJwUTxvtWoS6XcdAZmsKSiYjBd?ths=true</p>	Organic

			<p>Link to hi-res images: https://drive.google.com/drive/folders/1R0vXLC6DGYmIYSsIGlaSqEGpTyHF0elz?ths=true</p>	
Facebook	January 18	<p>Facebook</p> <p>Time and discomfort may stand in the way of your cervical screening appointments. While cervical screening may not be fun, it's over in a few minutes and you can continue with your day knowing that you've taken care of yourself. Find out what to expect and why screening is so important.</p> <p>https://www.roche.com/stories/prevent-cervical-cancer-through-screening?utm_source=FB&utm_medium=Social&utm_campaign=CxCa_Awareness%20Month&utm_content=NPP</p> <p>#ValueOfDiagnostics #cervicalcancer</p>	<p>Asset copy: <i>It's a good day to put yourself first. Discover what you can expect when you protect yourself from cervical cancer.</i></p> <p>Link to assets: https://drive.google.com/drive/folders/1sbwK0CXJwUTxvtWoS6XcdAZmsKSiYjBd?ths=true</p> <p>Link to hi-res images: https://drive.google.com/drive/folders/1R0vXLC6DGYmIYSsIGlaSqEGpTyHF0elz?ths=true</p> 	Organic

Twitter	January 18	<p>Twitter</p> <p>A few uncomfortable minutes out of your day could save your life. Take the time to learn what to expect at your next cervical screening. #ValueOfDiagnostics</p> <p>https://www.roche.com/stories/prevent-cervical-cancer-through-screening#4a6be9ce-5060-4690-adb4-ba4cdb6d4720</p>	 <p>Asset copy: <i>It's a good day to put yourself first.</i> <i>Discover what you can expect when you protect yourself from cervical cancer.</i></p> <p>Link to assets: https://drive.google.com/drive/folders/1sbwK0CXJwUTxvtWoS6XcdAZmsKSiYjBd?ths=true</p> <p>Link to hi-res images: https://drive.google.com/drive/folders/1R0vXLC6DGYmIYSsIGlaSqEGpTyHF0elz?ths=true</p>	Organic
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Instagram	January 18	<p>Instagram Story</p> <p>Frame 1</p> <p>Gain peace of mind when you put aside your busy life and fear of momentary discomfort.</p> <p>Frame 2</p> <p>Empower yourself by learning what to expect during a cervical screening. #ValueOfDiagnostics</p> <p>https://www.roche.com/stories/prevent-cervical-cancer-through-screening?utm_source=In&utm_medium=Social&utm_campaign=CxCa_Awareness%20Month&utm_content=NPP</p> <p>https://www.roche.com/stories/prevent-cervical-cancer-through-screening#4a6be9ce-5060-4690-adb4-ba4cdb6d4720</p>	 <p>Roche</p>	Organic
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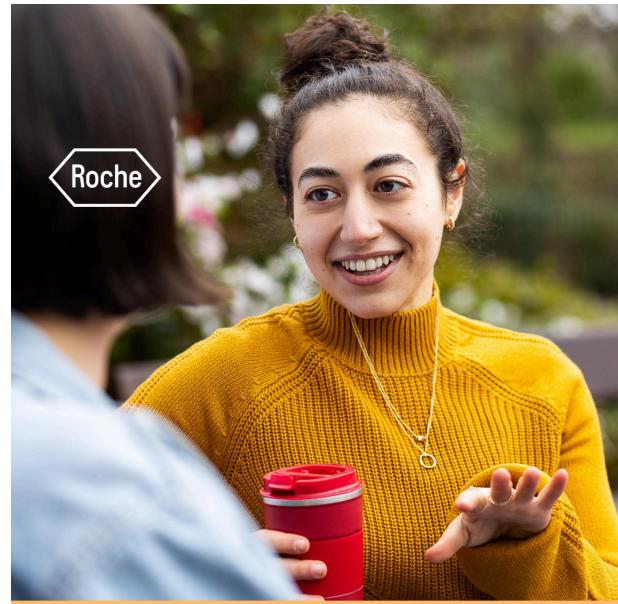
Empower yourself by
learning what to expect
from a cervical screening.
#ValueofDiagnostics

Asset copy:

		<p>1. Gain peace of mind when you put aside your busy life and fear of momentary discomfort.</p> <p>2. Empower yourself by learning what to expect during a cervical screening. #ValueofDiagnostics</p> <p>Link to assets: https://drive.google.com/drive/folders/1sbwK0CXJwUTxvtWoS6XcdAZmsKSiYjBd?ths=true</p> <p>Link to hi-res images: https://drive.google.com/drive/folders/1R0vXLC6DGYmlYSsIGlaSqEGpTyHF0elz?ths=true</p>	
LinkedIn	January 27	<p>LinkedIn copy</p> <p>It's a well-known fact that women sometimes put off #cervicalscreening because there is a perceived stigma about #HPV and even the diagnosis of cervical cancer. To help combat the myths surrounding HPV, it helps to talk about it and cervical screenings openly. Only by working together can we beat cervical cancer.</p> <p>https://www.roche.com/stories/prevent-cervical-cancer-through-screening/?utm_source=LI&utm_medium=Social&utm_campaign=CxCa_Awareness%20Month&utm_content=NPP</p> <p>#ValueOfDiagnostics #cervicalcancer</p>	 <p>Talk openly about cervical screenings. It could save a life.</p> <p>Asset copy: <i>Talk openly about cervical screenings. It could save a life.</i></p> <p>Link to assets: https://drive.google.com/drive/folders/1sbwK0CXJwUTxvtWoS6XcdAZmsKSiYjBd?ths=true</p> <p>Link to hi-res images: https://drive.google.com/drive/folders/1R0vXLC6DGYmlYSsIGlaSqEGpTyHF0elz?ths=true</p>

Facebook	January 27	<p>Facebook</p> <p>#Cervicalcancer, which is caused by HPV, is one of the most common cancers in people with cervix. There's no reason to feel shame if you test positive for #HPV, or if you're diagnosed with cervical cancer. To help combat the myths surrounding HPV, it helps to talk about it openly.</p> <p>Learn more → https://www.roche.com/stories/prevent-cervical-cancer-through-screening/?utm_source=FB&utm_medium=Social&utm_campaign=CxCa_Awareness%20Month&utm_content=NPP</p> <p>#ValueOfDiagnostics</p>	 <p>Cervical cancer is preventable. It's not embarrassing to keep yourself safe. Schedule a cervical screening today.</p> <p>Asset copy: <i>Cervical cancer is preventable. It's not embarrassing to keep yourself safe. Schedule a cervical screening today.</i></p> <p>Link to assets: https://drive.google.com/drive/folders/1sbwK0CXJwUTxvtWoS6XcdAZmsKSiYjBd?ths=true</p> <p>Link to hi-res images: https://drive.google.com/drive/folders/1R0vXLC6DGYmIYSsIGlaSqEGpTyHF0elz?ths=true</p>	Organic
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Instagram	January 27	<p>Instagram Story</p> <p>Frame 1</p> <p>Don't put off #cervicalscreening for fear of discomfort.</p> <p>Frame 2</p> <p>Be a friend-fluencer and encourage your mates to follow your example.</p> <p>Frame 3</p> <p>By advocating for regular cervical screenings you could save a life.</p> <p>#ValueOfDiagnostics https://www.roche.com/stories/prevent-cervical-cancer-through-screening/?utm_source=In&utm_medium=Social&utm_campaign=CxCa_Awareness%20Month&utm_content=NPP</p>		Organic
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Be a friend-fluencer and encourage your mates to follow your example.



You could save a life.
#ValueofDiagnostics
#cervicalcancer

Asset copy:

			<p><i>1: Don't put off cervical screenings for fear of discomfort.</i></p> <p><i>2: Be a friend-fluencer and encourage your mates to follow your example.</i></p> <p><i>3: You could save a life. #ValueofDiagnostics #cervicalcancer</i></p> <p>Link to assets: https://drive.google.com/drive/folders/1sbwK0CXJwUTxvtWoS6XcdAZmsKSiYjBd?ths=true</p> <p>Link to hi-res images: https://drive.google.com/drive/folders/1R0vXLC6DGYmIYSsIGlaSqEGpTyHF0elz?ths=true</p>	
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*Please use this column to specify time if needed. Please keep in mind that for organic posts the time of publication is defined by the social media team, exception made for Media and Trade Release.

*If paid please specify also the budget and proposed Ad type (Boost or dark post).

What happens now

1. Submit your final plan two weeks in advance to the global social media team.
2. Social team will return it within three days. Any changes will need to be implemented before going live.
3. Your social lead/agency schedules posts in Socialbakers.
4. The social team will oversee the final approval for all organic content that is published on our global channels.

Helpful tools and resources

- [Social media playbook](#)
- [Socialbakers trainings](#)
- [Linkedin publishing guidelines](#)
- [Facebook publishing guidelines](#)
- [Twitter publishing guidelines](#)
- [Instagram publishing guidelines](#)