

PERCH | PROJECT

Social Media Toolkit

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PERCH
PartnERship to
Contrast HPV



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Work Package 2 – Dissemination

Deliverable 2.2 Communication and Dissemination Plan

Annex

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1. INTRODUCTION

Social media has become an essential platform for spreading accurate, timely, and impactful health information. Recognizing this, we have developed the Social Media Toolkit to empower healthcare professionals with the resources needed to communicate effectively about HPV and HPV vaccination. As important figures in public health, healthcare professionals carry the responsibility of guiding their communities towards informed decisions, encouraging public trust, and addressing common concerns about vaccination.

This Toolkit provides a structured approach to social media outreach, designed specifically to support healthcare professionals in building compelling, evidence-based content that resonates across diverse audiences and countries. It has been carefully created to offer essential information and adaptable materials that suit a range of cultural and national contexts and includes key messages, frequently asked questions, and pre-written posts, all of which help healthcare professionals communicate the benefits of HPV vaccination and its role in cancer prevention. Additionally, templates and educational visuals are included, simplifying the process of creating engaging, professional posts.

Beyond content creation, this Toolkit addresses critical aspects of online interaction, from managing community engagement to tackling misinformation and disinformation. Practical guidelines and tips on handling responses, managing comments, and countering myths give healthcare professionals the tools to strengthen constructive dialogue.

Lastly, this Toolkit is designed to complement the Social Media Strategy, forming a cohesive framework to optimize performance across social media platforms. For maximum effectiveness, it is essential to integrate the Toolkit's practical guidance with the strategic insights outlined in the Social Media Strategy.

By using these resources in tandem, countries can achieve a consistent and impactful social media presence that aligns with broader communication goals. Together, they ensure the effective implementation of the national communication strategy, enabling targeted messaging, audience engagement, and measurable outcomes.

2. KEY MESSAGES AND TALKING POINTS

This section provides concise, bullet-pointed talking points designed to assist healthcare professionals in creating effective social media posts. These points highlight the critical connection between HPV and cancer and position vaccination as the most effective method of prevention.

To further support healthcare professionals, a separate document containing key messages has been developed within the PERCH Project. This resource serves as additional guidance, ensuring consistency and clarity in communication efforts.

2.1. TALKING POINTS

2.1.1. HPV

- HPV is a very common infection in both women and men. Nearly everyone will get infected with HPV at some point in their lives, at least once.



- HPV is spread by intimate skin-to-skin contact or by having vaginal, anal, or oral sex with someone who has the virus, even if they don't have signs or symptoms.
- There are over 200 HPV types that infect different parts of the body and can lead to different diseases in both men and women.
- A person can be infected with more than one type of HPV at a time.
- People can be infected with HPV for years, or even decades, before they experience any symptoms of infection.
- In most cases, an HPV infection disappears on its own without causing any obvious symptoms or problems. Sometimes HPV infection can persist and lead to cancer and other diseases.
- HPV infections can cause different types of cancer: cervical, vaginal, and vulvar in women, penile in men, and anal and cancer of back of the throat in both women and men. HPV infections can also cause genital warts in women and men.
- There is no treatment for the virus itself, but the health problems caused by HPV can be treated in different ways.

2.1.2. HPV vaccination

- HPV vaccination is important because it prevents infections that can cause cancer. HPV vaccination helps protect against six types of cancer and genital warts.
- HPV vaccination provides protection against most HPV-related cancers and, depending on the vaccine, also genital warts.
- HPV vaccines are nearly 100% effective in preventing any future infections with the types of HPV virus they target.
- HPV vaccines are safe and effective, providing long-lasting protection.
- The HPV vaccine is for both boys and girls.
- HPV vaccine must be administered prior to first HPV exposure to be effective.
- Children who are vaccinated at the recommended age respond better to the immunization and produce higher levels of antibodies that fight infection compared to older children.
- Like other vaccines and medicines, HPV vaccines often have mild side effects such as pain, redness and/or swelling at the injection site, headache, or a mild fever.



3. PRE-WRITTEN SOCIAL MEDIA POSTS

This chapter provides a collection of 20 pre-written social media posts designed to support healthcare professionals and organizations in educating about HPV and HPV vaccination.

Each post is tailored to resonate with its respective audience, ensuring the messaging is engaging, clear, and impactful. These ready-to-use posts serve as a practical tool for effective outreach, helping to raise awareness and encourage informed decisions about HPV vaccination.

Target audience	Text	Image (with text)
Adolescents and young adults, parents and guardians	🔍 Did you know that almost everyone contracts HPV at least once in their lifetime? HPV (human papillomaviruses) includes over 200 related viruses. Most infections show no symptoms and resolve independently, so people often don't know they could spread it. ➔ Persistent infection with 13 high-risk genotypes may lead to precancerous changes, potentially causing cancer. While there's no cure for HPV, preventive measures can greatly reduce the risks associated with HPV infection. #HPV #beincharge #HPVvaccine #health #awareness #hpvcancer #healthcare	Between 80 and 90% of people will be infected with at least one type of HPV in their lifetime.
Parents and guardians	🦠 HPV is a very common infection in both women and men. ➔ Nearly one-third of males aged 15 and above are infected with at least one type of genital HPV. ➔ 1 in 5 males will be infected with one or more types of high-risk HPV that can cause cancer. 💡 Good news! You can easily protect your child from infection. The HPV vaccine is highly effective and protects against most HPV-related cancers. #takecontrol of your child's health today. #HPV #HPVcancer #HPVvaccine #prevention #awareness	Take control of your child's health. #HPVvaccine
Adolescents and young adults, parents and guardians	🦠 How is HPV spread? Human papillomavirus (HPV) spreads through close skin and mucous membrane contact, including vaginal, anal, and oral interactions, as well as other forms of close physical contact. 🔍 Important: HPV can also be transmitted through hand contact and, during childbirth, from mother to the newborn. While most infections show no symptoms and often resolve on their own, long-lasting infections with high-risk types can cause precancerous changes and various cancers. Many people unknowingly pass on the virus.	HPV infection can also be transmitted through hands and even during childbirth from mother to newborn.



	→ Raising awareness about HPV transmission and prevention is essential. Protect yourself and your loved ones through preventive measures. #HPV #health #HPVvaccine #HPVcancer #beincharge #awareness #healthcare	
Adolescents and young adults, parents and guardians	🦠 HPV infection: is your body fighting an infection right now? If not vaccinated, almost everyone will contract HPV at least once in their lifetime. ➡ Most infections with any HPV type are symptomless and clear naturally within 12-24 months. ➡ However, at least 1 in 10 infections with high-risk HPV types can persist, potentially leading to pre-cancerous changes and cancer. 💡 Vaccination is a crucial measure for protection against HPV and related cancers. 👉 Choose health, prioritize prevention. #HPV #HPVcancer #HPVvaccine #health #healthawareness #healthcare	Vaccination is essential for preventing cancers caused by HPV.
Parents and guardians	❤️ Caring for our children's health is one of our greatest responsibilities as parents. 🤝 To make the best decisions, it's crucial to access accurate information, consult with experts, and include our children in conversations about their well-being. This not only empowers them but also prepares them to make informed choices in life. Every step we take to educate and protect our children's health is an investment in their brighter, healthier future. 🧡 💡 Start today – Choose the HPV vaccination to shield your children from preventable cancers. Act now for a lifetime of health. #parenting #childhealth #HPV #HPVvaccine #HPVcancer #takecontrol #beincharge #prevention	Protect your child's future: Get informed, seek expert advice, and prevent HPV-related cancers.



Adolescents and young adults, parents and guardians	 In [COUNTRY], over [NUMBER] women and more than [NUMBER] men are diagnosed with cancer each year due to HPV infection. Most people encounter HPV soon after becoming sexually active, but cancers linked to HPV can begin to appear as early as age 30 – much sooner than many other cancer types. Being diagnosed with HPV-related cancer, even in a committed relationship, doesn't point to infidelity. The virus can stay dormant in the body for 10 years or more before showing any signs.  #takecontrol early – HPV vaccination is most effective when administered before exposure to the virus. #HPV #HPVcancer #HPVvaccine #health #healthawareness #healthcare	HPV: It can take years for symptoms to appear — protect yourself today.
Adolescents and young adults, parents and guardians	 HPV infections cause six types of cancer, with cervical cancer being the most common. ◆ Over 99% of cervical cancer cases are linked to HPV infection. ◆ In [COUNTRY], [NUMBER] women are diagnosed annually, with [NUMBER] deaths. ◆ In [COUNTRY] [NUMBER OF WOMEN] of women undergo surgery each year due to precancerous changes caused by HPV. Regular screening is crucial for early detection and better chances of recovery.  Don't wait for symptoms—preventive gynaecological exams could save your life. #HPV #cancer #health #healthawareness #oncology #healthcare	Over 99% of cervical cancer cases are directly linked to HPV infection.
Young adults, also parents and guardians non-directly	 HPV in men: risks that shouldn't be ignored. Nearly one-third of men aged 15 and older are infected with at least one of the 200 HPV genotypes, with one in five carrying a high-risk type. Long-term infection with high-risk HPV genotypes can lead to cancers of the: ◆ penis, ◆ back of the throat, ◆ and anus.	HPV infection in men can lead to cancer of the penis, anus, or back of the throat.



	! Anal cancer in men is almost exclusively caused by HPV infection. 👉 Own your health by choosing HPV vaccination. It's a decision that goes beyond the present, paving the way for a future where you thrive without the threat of HPV-related concerns. #takecontrol #HPV #HPVcancer #HPVvaccine #men #healthawareness #healthcare	
Parents and guardians	🌱 Each year, [NUMBER FOR SPECIFIC COUNTRY] precancerous changes are detected – changes that could have been prevented. Wouldn't you rather protect your child from ever facing these challenges? The HPV vaccine can prevent cancers linked to HPV infection. The best time for a person to be vaccinated is from 9 to 14 years of age, because the vaccine will be most effective in building long-lasting immunity and give the strongest immune response. Vaccination not only helps prevent HPV infection but also safeguards against its potential long-term health impacts. It's one of the best investments we can make in the future health of our children. 👉 Prioritize health – protect your child from HPV and related cancers. #HPV #HPVcancer #HPVvaccine #health #healthawareness #oncology #healthcare #takecontrol	The ideal time for HPV vaccination is from 9 to 14 years of age.
Adolescents and young adults, parents and guardians	🔍 Did you know that HPV infection can impact your breathing and speech? HPV (human papillomavirus) includes over 200 related viruses, with around 45 high-risk genotypes linked to various health concerns. ➡ HPV is a leading cause of laryngeal papillomas – growths on the vocal cords and airways that can interfere with breathing and speech. ➡ Those affected may experience hoarseness, a shaky voice, or even voice loss. Breathing difficulties can include shortness of breath and wheezing. ➡ Treatment often requires surgical removal of papillomas, with some cases needing repeated procedures due to regrowth.	HPV is the primary cause of laryngeal papillomas, impacting breathing and speech.



	 The most effective way to prevent papillomas is to avoid HPV infection through preventive measures, especially by getting the HPV vaccine. #HPV #HPVvaccine #laryngealpapillomas #health #healthawareness #healthcare #beincharge #takecontrol	
Parents and guardians	 Parents, your role in protecting your children's health is vital. HPV (human papillomavirus) is a widespread virus, and nearly everyone contracts it at least once in their lifetime. High-risk HPV types can lead to serious health issues, including cancers affecting both men and women. How can you help?  Talk to your children about HPV and its potential risks.  Collaborate with schools to promote health education and awareness of prevention.  Encourage informed health choices by seeking reliable information together.  With knowledge, open dialogue, and timely action, we can secure a healthier future for our children. Say YES to vaccination and protect your child's future. #HPV #takecontrol #beincharge #HPVvaccine #HPVcancer #health #parents #awareness	Shield your child from HPV and related cancers. Make the smart choice – choose HPV vaccination.
Adolescents and young adults, parents and guardians	 Genital warts – a condition caused by HPV infection. Genital warts are small growths in the anogenital area, up to 5 mm in size, caused by low-risk HPV genotypes, mainly HPV-6 and HPV-11.  Typically, warts don't cause severe symptoms, but they can lead to pain, itching, redness, discomfort, and, in severe cases, even bleeding.  Treatment options include topical creams or surgical removal. If warts reappear, repeated treatments may be necessary.  Prevention is powerful. Protect your health with smart choices: get vaccinated, practice safe behaviours, adopt preventive measures, and prioritize regular check-ups. #HPV #HPVvaccine #beincharge #genitalwarts #health #healthawareness	HPV can cause genital warts.



Parents and guardians	💡 Did you know? HPV isn't just a women's issue – it affects everyone. HPV is the most common viral infection, impacting nearly everyone at some point. That's why HPV vaccination is essential for everyone, including boys. Here's why: 💉 Vaccinating your son protects him against HPV-related cancers of the penis, anus, and back of the throat. 💉 Vaccinated boys are less likely to unknowingly pass HPV to future partners, helping curb the spread. 💉 Choosing vaccination for your son now can potentially help prevent HPV transmission to your future grandchildren. 👉 Talk to your healthcare provider about HPV vaccination. With this decision, you are creating a legacy of health. #HPV #HPVvaccine #HPVcancer #boys #protectyourchild #cancerprevention #healthawareness #takecontrol	HPV vaccination protects your child – and generations to come.
Adolescents and young adults	💉 The HPV vaccine is more than just a shot – it's a powerful shield against multiple cancers. With the HPV vaccine, you can prevent up to 90% of HPV-related cancers: ➡ For women: cancers of the cervix, vagina, vulva, anus, and back of the throat. ➡ For men: cancers of the penis, anus, and back of the throat. 👉 Teens and young adults: Take charge of your future health! The best time to get vaccinated is before exposure to the virus. Talk to your parents or your healthcare provider about getting the HPV vaccine. Don't wait – take a step towards a healthier future. #beincharge #HPV #HPVvaccine #HPVcancers #health #healthawareness	The HPV vaccine: a shield against multiple cancers. Protect your health – get vaccinated
Adolescents and young adults, parents and guardians	💡 Did you know? Cervical cancer remains a significant health issue across Europe, impacting thousands of women each year. ◆ About 58,169 new cervical cancer cases are diagnosed annually in Europe (estimates by ICO/IARC HPV Information Centre, 2020). ◆ Cervical cancer ranks as the 9th most frequent female cancer in Europe. ◆ It's the 3rd most common cancer in women aged 15 to 45 years in Europe.	Cervical cancer ranks as the 9th most frequent cancer among women in Europe.



	💡 Nearly all cases of cervical cancer are linked to HPV infection, and the risk can be greatly reduced through timely HPV vaccination and regular cervical screening. Cervical cancer screening is essential, even for women who have been vaccinated. 👉 Don't wait – talk to your healthcare provider about the HPV vaccine and screening options for yourself or your loved ones. Together, we can work toward a future free from HPV-related cancers. #HPV #cervicalcancer #HPVvaccine #HPVcancer #health #Europe #healthawareness #takecontrol #cervicalcancer	
Adolescents	❤️ Ready to dive into the dating scene? Make sure you're protected against HPV and its potential health risks, including several types of cancer. Getting the HPV vaccine beforehand is a true game-changer. Remember, choosing HPV vaccination is more than just a decision for today; it's about securing a healthier future for you and your future partners. 👤 Own your health and build a future where you can thrive without worry about the preventable. #beincharge #takeaction #HPV #HPVvaccine #HPVcancer #health #healthawareness	Shield yourself from HPV and related cancers – choose vaccination.
Young adults, also parents and guardians non-directly	📅 HPV and cervical screening: Why it matters for your health? HPV is a common virus that can lead to cell changes in the cervix, potentially leading to cervical cancer if left untreated. Regular cervical screenings (Pap smears and HPV tests) are designed to catch these changes early, long before cancer can develop. Even if you're vaccinated, screenings are crucial! The HPV vaccine provides strong protection but doesn't cover all HPV types. Regular screenings add an extra layer of security, catching any abnormalities the vaccine might not prevent. 👉 Don't wait—make cervical screening a priority. Your health matters and early detection makes all the difference. #HPV #cervicalscreening #HPVcancer #cervicalcancer #preventivecare #takecontrol	Don't wait – make cervical screening a priority.



Parents and guardians	❤ Your love knows no bounds, and neither should your child's protection. Embracing HPV vaccination is one of the most impactful steps you can take to shield your child from HPV-related cancers and serious health risks. ➡ With the HPV vaccine, you're helping protect them from HPV infection and a range of related health issues, including six different types of cancer and genital warts. 💉 The HPV vaccine is offered primarily to adolescent and preadolescent girls and boys to ensure they're protected early. For young adults who missed it in their teens, it's still not too late—the vaccine offers essential protection at any stage. 👉 Secure your child's health and future – talk to your healthcare provider about HPV vaccination today. #HPV #HPVvaccine #HPVcancer #takecontrol #protectyourchild #cancerprevention	HPV vaccination: because their health and future mean everything.
Adolescents and young adults, parents and guardians	💡 Protect yourself against HPV and related cancers - here's how: 💉 Vaccination: The HPV vaccine is recommended for all boys and girls aged 9–14. It's the most effective way to prevent HPV infections and related cancers. Additional preventive measures: 💡 Using condoms during sexual activity helps reduce the risk of HPV transmission, though they don't provide complete protection. 💡 Quit smoking - non-smokers are less likely to develop persistent HPV infections that can lead to cancer. 💡 For women - regular cervical screenings are essential for early detection and treatment of precancers. 👉 Take control of your health today! #HPV #HPVcancer #HPVvaccine #takecontrol #healthawareness	The future is in your hands. You can live without HPV and HPV-related health issues.
Adolescents and young adults, parents and guardians	💡 Is the HPV vaccine safe? Absolutely!	HPV vaccine - a safe, powerful step in cancer prevention



	The HPV vaccine is both safe and effective. Extensively researched and approved by health authorities, including the EMA and FDA, it has been monitored closely since its introduction in 2006, with no significant safety concerns identified. ➡ Rigorous testing: the HPV vaccine underwent extensive safety testing before approval, ensuring its benefits far outweigh any risks. ➡ Continuous monitoring: health organizations continuously monitor the vaccine's safety to keep it a trusted preventive tool. ➡ No live virus: the vaccine contains no live virus or viral DNA, meaning it cannot cause cancer or HPV-related illnesses. It's designed solely for prevention. 👉 Talk to your healthcare provider about the HPV vaccine - a safe, powerful step in cancer prevention. #HPV #HPVcancer #HPVvaccine #cancerprevention #stayinformed #takecontrol #healthawareness	
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4. EDUCATIONAL VIDEOS

This chapter presents five distinct video scenarios designed to inform and educate about HPV and HPV vaccination. These scenarios address different aspects of HPV-related education, ranging from scientific explanations to personal stories, each tailored to resonate with various audiences.

Developed with adaptability in mind, the scenarios can be customized to meet the needs of countries at different stages of HPV vaccination program implementation. By offering ready-to-use, evidence-based narratives, this chapter aims to empower health organizations, educators, and advocates to integrate these videos into their broader communication efforts. Each scenario is described in detail, illustrating how it can be adapted and implemented to inspire trust, motivate behaviour change, and ultimately contribute to better public health outcomes.

VIDEO SUGGESTION 1

Video format: Storyboard

Target group: Adolescents and young adults

Music/sound: soft music in the beginning, more dramatic during scenes 4 and 5, and positive during scenes 6 and 7.

Additional text on screen:

- HASHTAGS: #takeaction, #preventHPV + country-specific hashtag
- LOGOS: PERCH + country-specific logos
- WEBPAGE: Country-specific link

CONTENT:

SCENE	TEXT ON THE SCREEN	VISUAL	VOICEOVER
1	Why you should get vaccinated against HPV.	Hand-drawn animated title with a background image of a shield symbolizing protection. Soft background music starts.	
2	4 out of 5 people will be infected with HPV at least once in their lifetime.	A hand-drawn infographic showing four out of five figures in a row, with arrows or lines indicating infection, while soft, calm music plays.	
3	HPV affects everyone differently... ▪ no symptoms ▪ genital warts or laryngeal papillomas ▪ cancer	Drawings appear sequentially with hand-sketched arrows linking each outcome. ▪ no symptoms: Small figure standing confidently. ▪ genital warts or papillomas: Close-up of areas with a dotted circle around, labelled "warts" or "papillomas."	For some, HPV may go unnoticed. For others, it can lead to serious health issues.



		cancer: A red alarm symbol next to a drawing labelled "cancer" to show the severity.	
4	HPV can cause cancers in different areas: - Vulva – 25% - Back of the throat – 31% - Penis – 50% - Vagina – 78% - Anus – 88% - Cervix – 99%	A stylized body illustration or outline. Each of the following body parts has a hand-drawn label with percentages, and an arrow pointing to it on the body.	These cancers can affect both men and women in specific areas, with some types almost entirely linked to HPV infection.
5	Some types of cancer are almost entirely linked to HPV infection. Caused by HPV infection.	Each percentage is connected by a line to the text "Caused by HPV infection," which appears in the center, underscoring the virus as the root cause.	
6	By getting vaccinated, you prevent the root cause – HPV infection.	Drawing of a shield appearing around a figure, symbolizing protection against infection, with animated sparkles or lines representing safety.	Vaccination is the key to preventing HPV-related cancers.
7	Take control. Get vaccinated. Protect your future today. + additional text	Bold text with a sketch of a person standing tall and confident, protected by the shield. Soft, uplifting music to end.	

VIDEO SUGGESTION 2

Video format: Interview

Target group: Adolescents and young adults

Music/sound: Soft background music

Additional text on screen:

- HASHTAGS: #takeaction, #preventHPV + country-specific hashtag
- LOGOS: PERCH + country-specific logos
- WEBPAGE: Country-specific link

CONTENT:

SCENE	SETTING	DIALOGUE	TEXT ON SCREEN
1	Calm, welcoming environment. The interviewee sits comfortably in a natural	»My name is XY and I'm a XY survivor."	Introduction of the interviewee (name + diagnosis).



	background setting, creating a relaxed atmosphere. Soft instrumental music plays in the background.		
2	Close-up of the interviewee's face as she/he reflects, showing authentic emotion.	Question: How did you feel when you received your diagnosis?	Subtitles
3	The interviewee describes the journey with calm hand gestures, a gentle smile hinting at moments of strength and hope.	Question: What was the treatment process like?	Subtitles
4	The interviewee smiles softly, looking thoughtful as she/he shares her/his insights.	Question: Has the illness affected your outlook on life?	Subtitles
5	The interviewee is shown smiling at the camera, looking hopeful, or gazing thoughtfully into the distance, symbolizing a future filled with possibilities. The music becomes uplifting and hopeful as the screen fades out.		XY cancer is a result of HPV infection. Choose life. Choose HPV vaccination. + additional text



VIDEO SUGGESTION 3

Video format: Acted video

Target group: Parents or guardians

Music/sound: Sounds of kids playing and laughing

Additional text on screen:

- HASHTAGS: #takeaction, #preventHPV + country-specific hashtag
- LOGOS: PERCH + country-specific logos
- WEBPAGE: Country-specific link

CONTENT:

SCENE	SETTING	CONVERSATION	TEXT ON THE SCREEN
1	A sunny park with children (both girls and boys) playing on swings, slides, and running around. The scene is lively and joyful, with the sounds of children laughing and playing in the background.		
2	Two parents, sitting on a bench, watch their kids play. They smile, taking in the joyful moment as they begin their conversation.	Parent 1: "Look at them, they look so happy and carefree. I wish they could stay this happy for their entire life." Parent 2: "I know, me too. Hey, did your child's teacher already talk to you about the HPV vaccination? We will be having a teacher-parent meeting next week." Parent 1: "Yes, she did. I'm so glad this vaccination exists. Can you imagine if we could protect them from other types of cancer as well, not just HPV-related ones?"	
3	The parents continue watching the kids play, their conversation remains calm but thoughtful. The sound of children playing is gentle but audible, adding a peaceful ambiance to the scene.	Parent 2: "Oh, that would be amazing. But at least we can do this. But isn't the vaccine only for girls? What about my little Luke?" Parent 1: "No, definitely not. Boys can get vaccinated too. The vaccine protects both girls and boys from HPV infections and HPV-related cancers." Parent 2: "Oh, that's so wonderful!"	
4	The camera shifts to a distant shot of the parents, now talking more quietly as they watch their children. The		You can protect your child from six different types of cancer:" ▪ Back of the throat (both sexes)



	conversation fades into silence, showing them sharing information with a sense of mutual understanding and care. The happy sounds of children laughing and playing continue softly in the background, emphasizing the importance of protecting these joyful moments.		▪ Cervix (women) ▪ Vulva (women) ▪ Vagina (women) ▪ Anus (both sexes) ▪ Penis (men)
5	The scene fades to a simple screen with a bold message.		Choose HPV vaccination to shield your children from preventable cancers. Act now for a lifetime of health and happiness. + additional text

VIDEO SUGGESTION 4

Video format: Interview

Target group: Parents or guardians

Music/sound: Soft background music

Additional text on screen:

- HASHTAGS: #takeaction, #preventHPV + country-specific hashtag
- LOGOS: PERCH + country-specific logos
- WEBPAGE: Country-specific link

CONTENT:

SCENE	SETTING	DIALOGUE	TEXT ON THE SCREEN
1	A parent sits facing the camera directly, creating a personal and sincere connection with viewers. Soft, calm background music creates a warm, inviting atmosphere.	"I'm a parent of XY, and I chose to protect my children against HPV and related cancers."	Introduction of the interviewee (name)
2	The camera shifts slightly to the side, capturing the parent as though they're speaking to an interviewer, providing a conversational tone.	Question: What moment made you realize how important it was to talk to your children about protecting themselves from HPV?	Subtitles
3	The camera remains at the side angle, maintaining a	Question: How did you explain the importance of HPV prevention to	Subtitles



	natural, interview-like feel as the parent continues to speak with the "interviewer.	your children, and what was their reaction?	
4	The camera returns to a direct, close-up angle on the parent's face, conveying sincerity.	Question: Why was choosing HPV vaccination for your children important to you personally?	Subtitles
5	The camera stays at a direct, close-up angle on the parent's face.	Question: What would you say to other parents who are unsure about vaccinating their children against HPV?	Subtitles
6	The camera shifts to a side angle as the parent looks away, smiling as they envision their children's future. Soft, uplifting music.		You too can protect your child from HPV and related cancers. Choose life. Enable dreams. + additional text

VIDEO SUGGESTION 5

Video format: Q&A

Target group: Adolescents and young adults, parents, and guardians

Music/sound: Soft background music

Additional text on screen:

- HASHTAGS: #takeaction, #preventHPV + country-specific hashtag
- LOGOS: PERCH + country-specific logos
- WEBPAGE: Country-specific link

CONTENT:

SCENE	SETTING	TEXT ON THE SCREEN
1	A clean, animated background with soft, professional colors. Text appears with the video title in a conversational style. Calm, soft instrumental music begins to play, creating an inviting and approachable tone.	5 questions about HPV you've always wanted to ask (but didn't dare)
2	Simple crowd to represent the general population. Music remains gentle, setting an informative and reassuring tone	Question: Is it true that anyone can get HPV? Answer: Yes, HPV infection is very common. Nearly everyone will be exposed to HPV at least once in their lifetime. Statistics show that at least 4 out of 5 individuals will get HPV.
3	An animated timeline appears, initially showing "1-2 years" to	Question: How would I know if I'm infected? What are the symptoms?



	represent the period when most infections clear. Then, the timeline extends to show a span of up to “10+ years,” indicating potential long-term changes. The music remains calm but shifts slightly to a more serious tone as the long-term risk is introduced, underscoring the importance of monitoring and preventive care.	Answer: Most HPV infections clear on their own within one to two years without major symptoms. However, at least 1 in 10 infections with high-risk HPV types can persist. Pre-cancerous changes and other complications can take years to develop, sometimes appearing up to 10 years or more after infection.
4	Icons of a shield representing vaccination appears The music becomes slightly more optimistic and encouraging.	Question: How can I effectively protect myself? Answer: The most effective way to prevent HPV infections and related cancers is HPV vaccination. It’s recommended for boys and girls aged 9–14.
5	Animated visuals of different age groups appear, illustrating how HPV can affect various people throughout their lives. Calm, reassuring music continues.	Question: Can HPV affect people of all ages? Answer: HPV can affect individuals of any age who are sexually active. This is why vaccination is most effective when given to young people before HPV exposure. Vaccination and regular screening are essential at every stage of life to help prevent HPV-related cancers.
6	Animated shields or check marks representing safety, a calendar symbol showing long-term protection. In the background some people are talking and smiling. Reassuring, gentle music underlines the safety message.	Question: Is the vaccine safe? How long does the protection last? Answer: The HPV vaccine is both safe and effective. Extensively researched and approved by health authorities, it has been monitored closely since 2006, with no significant safety concerns. Studies show that immunity from the HPV vaccine lasts a solid 10 years or even longer.
7	Bold, prominent text with a subtle background animation showing children and families. The music swells slightly for emphasis. The music fades out softly, leaving viewers with a sense of hope and empowerment.	Protect yourself and your loved ones against preventable cancers. Choose HPV vaccination for a lifetime of health and happiness. + additional text

5. TESTIMONIALS

Collecting real-life testimonies can be a powerful way to connect with audiences and build trust in the HPV vaccine. Stories from individuals who have received the vaccine, parents and guardians who decided to vaccinate their children, or those who have survived cancers related to HPV infections bring a relatable and emotional dimension to your messaging. These personal accounts can inspire others to take action and emphasize the importance of preventing HPV-related illnesses through vaccination.



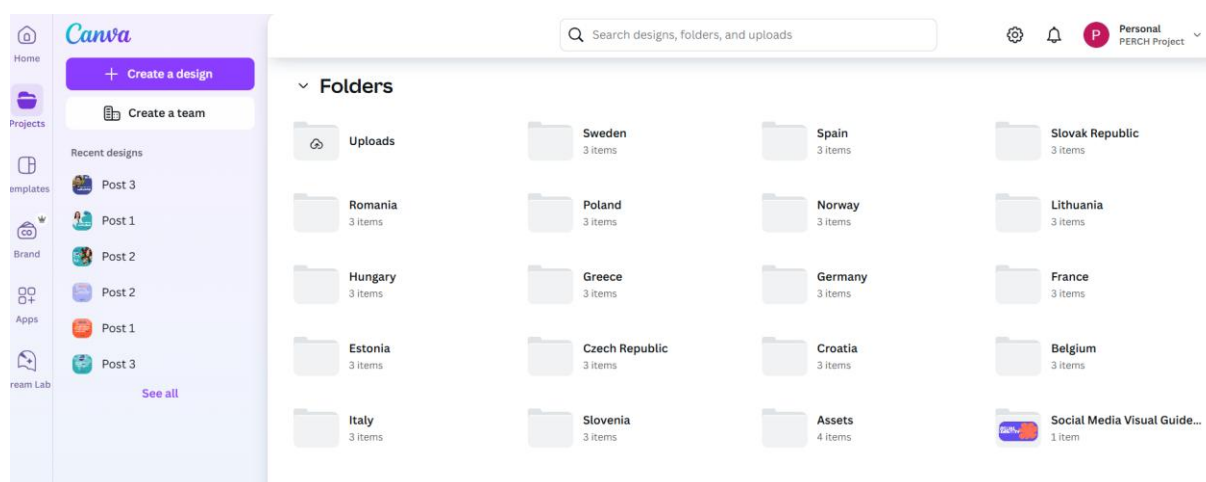
To support this effort, the PERCH Canva account includes templates specifically designed for sharing testimonies on social media. These templates provide a polished and professional framework for highlighting individual stories while maintaining alignment with the project's visual identity.

6. SHAREABLE GRAPHICS AND TEMPLATES

To streamline and enhance the visual communication of the PERCH project, a dedicated Canva account has been created. Within this account, each participating country has its own folder, ensuring easy access to resources tailored to their needs. In addition to these country-specific folders, there is a set of general guidelines for maintaining the project's cohesive visual identity across all social media platforms.

The account hosts a wide array of customizable templates designed for targeting parents and guardians as well as adolescents and young adults. These also include examples of banners and posters ready for use or adaptation. For those looking to craft their own visuals, a special folder titled "Assets" has been included, containing all essential elements such as line drawings, cutouts, shapes, and logos. This setup encourages creativity while ensuring adherence to the project's branding.

Each country can locate its dedicated template in the "Projects" directory, with individual folders clearly labelled by country name (as seen in the image below).



6.1. HOW TO ACCESS THE PERCH CANVA ACCOUNT?

To log in to the PERCH Canva account use following username and password. Below, you can find a step-by-step guide with print screens of the process.

Website: <https://www.canva.com/>

Username: project.perch.24@gmail.com

Password: PERCH.Project.24.eu



1. Tap **Sign up**

2.



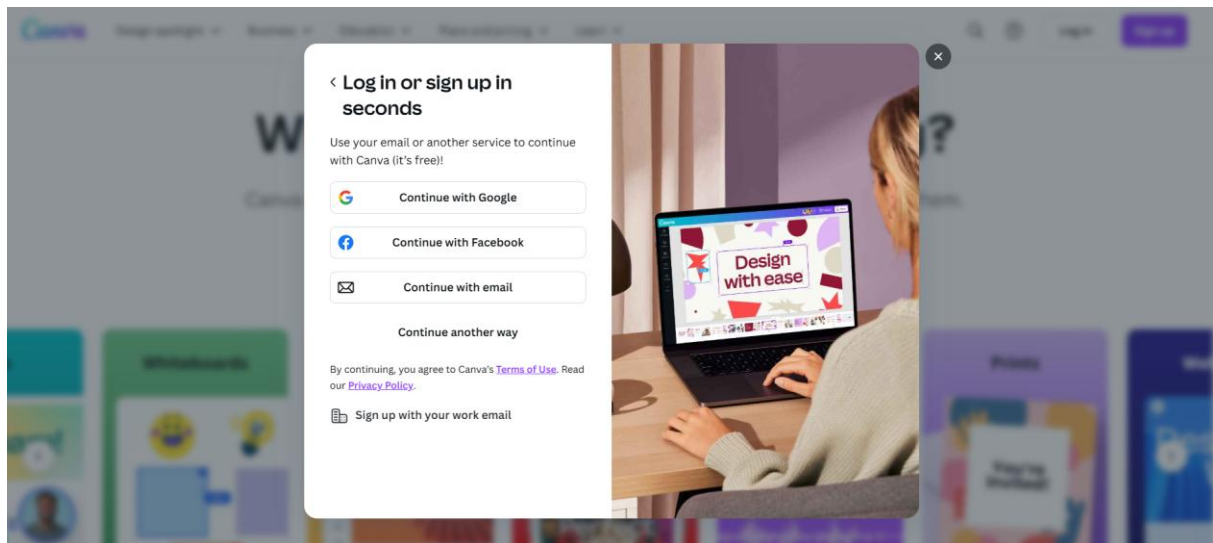
What will you **design** today?

Canva makes it easy to create professional designs and to share or print them.

Start designing



3. Tap **Continue with Google**



4. Enter e-mail address **project.perch.24@gmail.com** and tap **Next**



 Sign in with Google



Sign in

to continue to [Canva](#)

Email or phone

project.perch.24@gmail.com

[Forgot email?](#)

Before using this app, you can review Canva's [privacy policy](#) and [Terms of Service](#).

[Create account](#)

Next

English (United Kingdom) ▾

[Help](#) [Privacy](#) [Terms](#)

5. **Enter password** PERCH.Project.24.eu and tap **Next**.

 Sign in with Google



PERCH Project

 project.perch.24@gmail.com

Enter your password

PERCH.Project.24.eu

☒ Show password

Before using this app, you can review Canva's [privacy policy](#) and [Terms of Service](#).

[Forgot password?](#)

Next

English (United Kingdom) ▾

[Help](#) [Privacy](#) [Terms](#)

6. **Tap Continue.**

 Sign in with Google



Sign in to Canva

 project.perch.24@gmail.com ▾

By continuing, Google will share your name, email address, language preference, and profile picture with Canva. See Canva's [Privacy Policy](#) and [Terms of Service](#).

You can manage Sign in with Google in your [Google Account](#).

[Cancel](#)

[Continue](#)

English (United States) ▾

[Help](#) [Privacy](#) [Terms](#)



7. PROMOTIONAL MATERIALS

In addition to sharing content on social media, leveraging digital advertising is highly advisable, especially for time-limited campaigns that require maximum reach within a short period. Below, countries will find suggestions for text that can be used in digital banners, tailored to promote vaccination and other key messages.

Additionally, the PERCH Canva account includes a variety of banner and poster templates that can be customized to suit your campaign's needs, ensuring both a professional look and alignment with the project's visual identity.



Target audience	Topic	Copy	CTA	Additional	Imagery
Adolescents and young adults	HPV infection	Think HPV won't find you? Without protection, more than 80% of us will catch it at least once in our lives, usually before turning 25.	Choose health – get vaccinated.	HASHTAG: #takeaction and #preventHPV + country-specific hashtag LOGO: Own Your Health + PERCH + country-specific logos WEBPAGE: country-specific link	Image of a group of diverse young adults (both male and female) in a natural, everyday setting, like a park, coffee shop, or campus.
Adolescents and young adults	Related diseases	HPV has over 200 types that can infect different parts of the body, leading to various diseases in both men and women.	Don't let HPV be your story. Get protected today!	HASHTAG: #takeaction and #preventHPV + country-specific hashtag LOGO: Own Your Health + PERCH + country-specific logos WEBPAGE: country-specific link	Image of a young adult (either male or female) standing confidently with a thoughtful expression. Show two different possibilities (thinking about): one of them in a hospital setting, and the other as a successful individual (e.g., a doctor, lawyer, or graduate holding a degree).
Adolescents and young adults	Related diseases	HPV can cause serious health issues for both boys and girls – leading to genital warts and cancers of the cervix, vagina, vulva, back of throat, penis, and anus.	Protect your future today, get vaccinated.	HASHTAG: #takeaction and #preventHPV + country-specific hashtag LOGO: Own Your Health + PERCH + country-specific logos WEBPAGE: country-specific link	Image of a single young adult (male or female) looking thoughtful and empowered, symbolizing personal choice and responsibility for their future. Set in an outdoor scene, such as a park, with natural light to keep the focus on the individual. Overlay graphics: subtle icons or visuals near relevant body areas to illustrate the health risks related to HPV. Overlay



					graphics should be subtle yet informative.
Adolescents and young adults	Prevention strategies	The HPV vaccine is your best defence against infection.	Vaccinate against HPV - your future self will thank you.	HASHTAG: #takeaction and #preventHPV + country-specific hashtag LOGO: Own Your Health + PERCH + country-specific logos WEBPAGE: country-specific link	A young adult holding a map with milestones marked along a path (e.g., 'High School,' 'University,' 'Career,' 'Family'), with 'HPV-Free' highlighted as a key milestone on their journey.
Adolescents and young adults	Prevention strategies	Your decision today means a future focused on dreams, not the challenges HPV can bring.	Your health is worth it - vaccinate against HPV today.	HASHTAG: #takeaction and #preventHPV + country-specific hashtag LOGO: Own Your Health + PERCH + country-specific logos WEBPAGE: country-specific link	A group of young people (mixed genders) standing together, smiling, and proudly displaying band-aids on their upper arms to show they've just been vaccinated. The group is relaxed and supportive, giving a sense of camaraderie and shared responsibility.
Parents and guardians	HPV infection	Nearly one-third of males aged 15+ carry HPV, with 1 in 5 infected by high-risk, cancer-causing types.	Is your son protected?	HASHTAG: #takeaction and #preventHPV + country-specific hashtag LOGO: Protect Their Future + PERCH + country-specific logos WEBPAGE: country-specific link	A young boy aged 9-14 playing outside. If he's on the younger side, he could be engaged in a simple activity like running, playing with a ball, or riding a bike in a park. For older boys, he could be playing a sport, like football or basketball. Mother or both parents is/are in the background or nearby, watching him with a warm, proud smile.



Parents and guardians	Related diseases	Each year, over XY precancerous changes are detected – changes that could have been prevented.	We know you'd do anything to protect your child. Choose the HPV vaccine.	HASHTAG: #takeaction and #preventHPV + country-specific hashtag LOGO: Protect Their Future + PERCH + country-specific logos WEBPAGE: country-specific link	A caring parent (either mother or father) gently embracing or placing a protective hand on the shoulder of their child (aged 9-14), with a calm and reassuring expression on both their faces. This conveys warmth and the protective role of the parent.
Parents and guardians	Related diseases	HPV causes over 99% of cervical cancers in women and more than 90% of anal cancers in men. We have the ability to prevent most of these cases.	Choose the HPV vaccine today.	HASHTAG: #takeaction and #preventHPV + country-specific hashtag LOGO: Protect Their Future + PERCH + country-specific logos WEBPAGE: country-specific link	A man and woman each holding a puzzle piece. When placed together, the pieces form a heart or shield, symbolizing health and protection. This visual highlights that HPV prevention is a key part of the 'bigger picture' of health, with everyone playing a role in safeguarding their future.
Parents and guardians	Prevention strategies	Protect them at a young age. The best time for girls and boys to be vaccinated against HPV is between ages 9 and 14.	Give your child a future free from HPV risks.	HASHTAG: #takeaction and #preventHPV + country-specific hashtag LOGO: Protect Their Future + PERCH + country-specific logos WEBPAGE: country-specific link	A group of young children (around nine years old) playing together in a park, engaged in simple, joyful activities like running, playing tag, or kicking a ball.
Parents and guardians	Prevention strategies	HPV is responsible for almost every case (99%) of cervical cancer, making it the third most common cancer among young women in Europe.	Don't wait to protect her future.	HASHTAG: #takeaction and #preventHPV + country-specific hashtag	A father and his young daughter (around nine years old) stand against a wall as he marks her height with a pencil. Both are smiling,



				LOGO: Protect Their Future + PERCH + country-specific logos WEBPAGE: country-specific link	sharing a joyful moment. The girl stands tall and proud, symbolizing her growth and future potential. The setting is indoors, in a cozy, well-lit space like a living room or hallway, with previous height markings on the wall reflecting her progress over time.
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8. CALL-TO-ACTION (CTA) EXAMPLES

Below, countries will find a collection of pre-written social media posts designed to effectively communicate the importance of vaccination. These posts feature clear and compelling calls to action, encouraging parents, guardians, adolescents, and young adults to get vaccinated. Each message has been crafted to align with the PERCH project's goals and can be easily adapted to suit specific audiences or cultural contexts. By using these ready-to-go posts, countries can save time while ensuring a consistent and impactful message across their platforms.

Target audience	Text on graphics	Copy
Parents and guardians	Give them a lifetime of health – Say YES to HPV protection today! #ProtectWithHPVvax	💎 Life is made up of precious moments. Give your child the chance to live them all, safe and healthy. 💖 Say YES to HPV vaccination and protect them from: ➡ HPV infection from the start, ➡ health issues like genital warts and laryngeal papilloma, ➡ and six cancers caused by HPV. A simple choice today can safeguard their future. #ProtectWithHPVvax #preventHPV #HPVvaccine #takecontrol #securetheirfuture



Parents and guardians	Give her the gift of a cancer-free future. Choose HPV protection today. #ProtectWithHPVvax	💖 Imagine a future where your daughter is safe from cervical cancer. Nearly every case of this devastating disease is linked to HPV, and it's one of the most common cancers affecting young women in Europe. But you have the power to change her story. By choosing the HPV vaccine, you can protect her from this risk – for a lifetime. ✍ Her future, her dreams, her health – they all matter. Take this step today and give her the gift of a cancer-free tomorrow. #protectherfuture #HPVvaccine #cervicalcancerprevention #herhealthmatters #takecontrol #HPV #HPVcancer #ProtectWithHPVvax
Parents and guardians	Why did you vaccinate your child? Share your story and break the stigma. #ProtectWithHPVvax	💖 As parents, we all want to give our children the best chance at a healthy, bright future. Choosing to protect them from HPV and HPV-related cancers is one of the most powerful investments we can make in their health. Did you decide to vaccinate your child? What inspired your choice? Share your story and empower other parents to make this life-changing decision with confidence. 💬 Together, let's build a future free from preventable cancers. #ProtectWithHPVvax #parentsforprevention #HPVvaccine #takecontrol #HPV
Adolescents and young adults	Invest in your health – protect yourself with the HPV vaccine today. #ProtectWithHPVvax	💎 Your health is one of the best investments you'll ever make. Choose the HPV vaccine as your personal shield against preventable diseases. ✍ Be proactive, be protected, and step into a future where your well-being takes center stage. 👉 HPV vaccination can help prevent six types of cancer. Take action now and secure a lifetime of health and peace of mind.



		#investinyourhealth #HPVvaccine #protectyourfuture #preventionfirst #takecontrol #beincharge #ProtectWithHPVvax
Adolescents and young adults	Your future, your choice. Say YES to HPV protection today. #ProtectWithHPVvax	🌟 Teens, your future is in your hands. Do you want it filled with health and happiness or shadowed by worry and hospital visits? The HPV vaccine isn't just about preventing cancers in the usual places - like the cervix, vagina, and vulva. It's also your shield against cancers of the throat, anus, and yes guys, even the penis. 🔑 Protect yourself today for a brighter, healthier tomorrow. Say YES to the HPV vaccine and take control of your future. #ProtectWithHPVvax #takecontrol #beincharge #HPVvaccine #HPV
Adolescents and young adults	Your health, your future. Learn about HPV today. #ProtectWithHPVvax	💡 Have you heard about HPV but aren't sure what it really means? The truth is, nearly everyone will encounter HPV at some point in their life – and understanding it can help protect your future. What exactly is HPV? How is it spread? What does HPV mean for your health? Can it lead to serious illness? Knowing the answers could make all the difference. Empower yourself by learning about HPV. Talk to your parents, your doctor, or a nurse, and make choices that safeguard your future. Your health is worth it. 🌟 #protectyourfuture #HPVawareness #stayinformed #takecontrol #HPV #HPVvaccine #ProtectWithHPVvax
Adolescents and young adults	Real friends talk about health. Let's break the stigma around HPV. #ProtectWithHPVvax	🗣️ HPV is more common than most of us realize. Talking about it with friends might feel awkward, but it's an important step toward awareness and prevention. By opening up, you're not just sharing information—you're learning together, fighting stigma, and helping each other make informed choices. Getting the right facts about HPV means you're better prepared to protect yourself and those you care about. Let's break the silence and start the conversation. Because true friends look out for



		each other's health. 🧑❤️ #ProtectWithHPVvax #HPVawareness #destigmatizeHPV #talkaboutHPV #HPV #HPVvaccine #takecontrol
Adolescents and young adults	Your story can be someone else's strength. Share it with us. #MYHPVstory	💖 Were you diagnosed with HPV? You're not alone, and your story could be the support someone else needs. By sharing your experience, you help others feel seen, understood, and empowered to face their own journey. Together, we can break down stigma, build understanding, and create a strong, supportive community. If you're ready, share your story with us, and let's support each other every step of the way. 🔄 #MyHPVstory #HPV #ProtectWithHPVvax #takecontrol #empower
Adolescents and young adults	Break the myths. Get the facts. Get vaccinated. #ProtectWithHPVvax	❓ Myth or Truth? "HPV vaccination is only for girls." 🚫 Myth busted! HPV vaccination is for everyone – boys and girls alike. The vaccine helps protect against cancers like those of the throat, anus, and penis in men. Men can also be carriers of HPV, and by getting vaccinated, they can help reduce the spread of infections. Do you know any other myths about HPV or the HPV vaccine? Let's bust them together! 💡 #HPVtruth #HPV #HPVvaccine #protectyourself #takecontrol #ProtectWithHPVvax
Adolescents and young adults	Your 'Why' could be someone else's reason to take action. #ProtectWithHPVvax	🔗 Why did you get vaccinated against HPV? Protecting yourself and others is a powerful decision, and your story can inspire others to take the same step. Did you get vaccinated to protect your health, to keep your loved ones safe, or to prevent HPV-related cancers? Whatever your reason, sharing it helps build a stronger, healthier community and breaks down the stigma around HPV.



PERCH
PartnERship to
Contrast HPV



Co-funded by
the European Union

		If you're ready, share your 'why' with us, and let's encourage others to make an informed choice. 💬❤️ #MyHPVstory #ProtectWithHPVvax #HPVvaccine #inspireaction #healthmatters#HPV #takecontrol
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9. COMMUNITY MANAGEMENT AND ENGAGEMENT TACTICS

9.1. MANAGING FOLLOWERS' REACTIONS AND COMMENTS

- **Use preprepared responses:**

These responses ensure consistency, accuracy, and timely communication across all platforms. The attached toolkit includes pre-written responses (see Chapter 11.1.) tailored to address frequently asked questions and common concerns.

- **Assign a dedicated team member:**

Designate a trained individual or team to monitor and respond to comments. This person should have a strong understanding of HPV-related health information, communication strategies, and the ability to remain calm and professional, especially when addressing critical or hostile comments.

- **Be quick, transparent and respectful:**

Respond to questions and concerns quickly, ideally within the same day. Schedule daily monitoring slots to respond to comments, questions, and messages quickly. Setting aside 15-20 minutes twice daily ensures timely interaction and helps build a responsive presence.

Delayed responses can lead to frustration or the spread of misinformation. Be transparent in your communication; if you don't have an immediate answer, acknowledge the comment and commit to following up.

- **Engage positively with all types of comments:**

Thank users for supportive comments and respectfully address criticism. Avoid ignoring negative comments; instead, use them as opportunities to clarify misconceptions and provide helpful information.

9.2. TIPS AND TRICKS FOR ENHANCING ENGAGEMENT AND ORGANIC REACH

- **Content variety**

For engagement, **rotate content types** to keep the feed dynamic. Mix static images, short videos, stories, infographics, and carousel posts to maintain variety and cater to diverse audience preferences.

- **Allocate themed days to create a routine**

Establish **themed days** to create consistency and anticipation.

For example:

- **#TestimonialTuesdays:** Share personal or user-generated stories on Tuesdays.
- **#FAQFridays:** Dedicate Fridays to answering common questions directly from the community.

- **Post real stories**

Share short, real-life testimonials from people who have been vaccinated, parents who chose to vaccinate their children, or healthcare workers explaining why they support HPV vaccination. These stories are relatable and build trust.

- **Ask questions**

End posts with simple questions to encourage interaction, such as:



- Did you know HPV vaccines can prevent several types of cancer?
- What's one thing you've always wondered about HPV vaccines?

- **Use polls and quizzes (on Instagram)**

Post polls on Instagram engage followers, are fun and get people involved.

- **Tag partners**

Collaborate with schools, local clinics, or healthcare organizations. Tagging partners in your posts increases visibility and shows community support for HPV vaccination.

- **Share behind-the-scenes content**

Post photos or videos of vaccination campaigns, healthcare workers preparing for events, or community efforts. This makes the campaign feel personal and relatable.

10. MANAGING MISINFORMATION / DISINFORMATION

In addition to unprecedented opportunities for public education, social media also presents a critical challenge: the proliferation of misinformation and disinformation. This is particularly evident in conversations about sensitive health topics like HPV and HPV vaccination, where false narratives can significantly undermine public trust, vaccine uptake, and overall health outcomes.

Misinformation refers to the unintentional spread of false or misleading information, while disinformation involves the deliberate creation and propagation of falsehoods. Both forms of inaccurate content thrive on social media, leveraging its speed, reach, and emotional appeal. Common misconceptions about HPV vaccines – such as myths about their safety, efficacy, or necessity – can erode confidence in vaccination programs and jeopardize public health efforts.

This chapter explores the strategies and tools necessary for effectively managing misinformation and disinformation in the context of HPV and HPV vaccine communication on social media. By focusing on proactive strategies, monitoring, community engagement, and evidence-based responses, it offers practical tools for health authorities to combat false narratives and build public trust.

10.1. STRATEGIES FOR MANAGING MISINFORMATION AND DISINFORMATION

Proactive strategies for managing misinformation and disinformation involve the following:

- **educating target audiences:** develop visually engaging and culturally sensitive materials explaining HPV and HPV vaccine. Leverage trusted influencers and healthcare professionals to amplify messages;
- **building trust through transparency:** communicate openly about the benefits, risks, and limitations of HPV vaccination. Acknowledge concerns while providing factual responses supported by evidence;
- **developing monitoring and response plans:** prepare in advance how you are going to address misinformation and disinformation on social media. This can include utilisation of social media listening tools to monitor conversations and identify emerging misinformation trends, and



preparation of responses to anticipated false claims. This also includes deciding when and how to respond to misinformation and disinformation.

Here are some guidelines on responding to misinformation and disinformation:

- **timely and accurate counter-messaging:** correct false information promptly with authoritative sources (e.g., WHO, national health agencies). Avoid repeating the false claim; instead, focus on delivering the correct information clearly;
- **engaging in dialogue:** respond empathetically to questions and concerns on social media. Use a conversational tone to build trust with audiences.

Below are some examples of responses:

- Hello [Name], we appreciate your engagement/question. To ensure accurate information, we refer to authoritative sources. You can find more details here: [link]. Best regards.
- Hello [Name], it is important to rely on well-documented and scientifically accepted knowledge. We hope you recognize that the statements you've presented are not based on such evidence. For further details about the topic, please check: [link]. Best regards.
- Hi [Name], there is a lot of misinformation about this topic circulating online. Our knowledge is based on established national and international research. Here is our perspective on the issue: [link]. Best regards.
- Hi [Name], it's important to base discussions on verified information. We follow guidelines from trusted sources, and you can explore them further at: [link]. Best regards.
- Hi [Name], we have checked and found no credible information supporting the claim you've shared. Spreading unverified or false information can cause unnecessary panic and harm. We encourage you to rely on trusted sources for accurate updates. For verified information, please refer to [link]. Best regards.

At times, certain individuals may persist in sharing misinformation or disinformation in response to your clarifications. In such cases, it is acceptable to respectfully conclude the discussion or comment thread. Below is a suggested response for such situations:

- Hi again [Name], we believe we have addressed your question and do not have the capacity to continue this dialogue further. Best regards.

10.2. PRE-PREPARED RESPONSES ON SOCIAL MEDIA

Claim	Response
The HPV vaccine can cause serious side effects.	As with other vaccines, side effects may occur after the HPV vaccination, but they are mostly mild and temporary. The most commonly reported side effects include redness, pain, and swelling at the injection site, mild fever, nausea, fatigue, and headache. In rare cases, more serious events have been reported in connection with the vaccine; however, apart from the risk of severe allergic reaction and fainting, there is no evidence of a causal link with the HPV vaccine.
The HPV vaccine is not effective.	Clinical trials show that the HPV vaccine effectively prevents infections from HPV types most often linked to cancer and genital warts. Its effectiveness has been demonstrated in both females and males across various age groups. The HPV vaccine is highly effective in uninfected individuals for preventing infections with the HPV genotypes covered by the vaccine, but it does not treat existing HPV infections or related complications.
HPV vaccination can lead to increased sexual activity among adolescents.	Research shows that the HPV vaccine does not influence adolescents' sexual behavior.
The HPV vaccine is unnecessary because screening is sufficient to prevent cervical cancer.	While screening is essential, the HPV vaccine provides an additional layer of prevention, significantly reducing the risk of cervical cancer and other HPV-related diseases. Nearly all cases of cervical cancer (99%) are causally linked to HPV infection. The vaccine is also advisable because HPV causes five other types of cancer and genital warts. Prevention through vaccination is less invasive than treating pre-cancerous changes or cancer itself.
The vaccine is promoted for profit, not for individual benefit.	Extensive research and public health evaluations support the recommendation for HPV vaccination, aiming to reduce cancer and other HPV-related diseases. The benefits, including a reduced incidence of cervical and other cancers, are well-documented [add data from successful countries].
Boys do not need the HPV vaccine because they cannot get cervical cancer.	The HPV vaccine protects against genital warts, anal cancer, penile cancer, and some throat cancers that can affect men. Vaccinating boys also helps reduce the spread of HPV, lowering overall cancer rates.
Naturally acquired immunity from HPV infection is better than vaccine-acquired immunity.	Natural HPV infection can lead to cancer. The vaccine provides immunity without the risks associated with the disease and offers protection against multiple HPV strains, which natural infection does not.
The vaccine has not been thoroughly tested and has not	The HPV vaccine has been used since 2006 and underwent extensive testing in clinical trials before approval. It is continuously monitored for safety and efficacy. Long-term studies have shown that it remains effective and safe over time.



existed long enough to know long-term effects.	
The HPV vaccine only protects against a few types of HPV, so it is not worth getting it.	The vaccines protect against the most common and dangerous HPV genotypes responsible for the majority of cervical cancer cases and genital warts. This protection significantly reduces the overall risk of HPV-related diseases.
The HPV vaccine can cause infertility.	There is no scientific evidence linking the HPV vaccine to infertility. On the contrary, it can protect fertility by preventing diseases like cervical cancer, which may require treatments affecting reproductive health.
HPV is not that common, so vaccination is unnecessary.	HPV is a very common infection among both women and men. Scientists estimate that 80 to 90% of people will contract at least one type of HPV in their lifetime.
The HPV vaccine can cause an HPV infection.	The HPV vaccine does not contain the live virus and cannot cause HPV infection. It uses virus-like particles that safely elicit an immune response without exposing recipients to the virus itself.
HPV vaccines can alter DNA.	The HPV vaccine does not affect or alter human DNA. It works by stimulating the immune system to produce antibodies against the virus, providing protection without impacting the genetic material of vaccinated individuals.
The HPV vaccine contains harmful ingredients.	The ingredients in the HPV vaccine, as in other vaccines, have been tested for safety and efficacy. Health authorities have approved them as safe for human use. A list of all ingredients in the vaccine used in Slovenia is available here .
The HPV vaccine is part of a pharmaceutical conspiracy.	Recommendations for HPV vaccination are based on extensive scientific research and are supported by leading health organizations worldwide, including the World Health Organization. Vaccination is recommended because it significantly reduces the risk of cancer.
HPV vaccine testing did not include an appropriate placebo.	HPV vaccine trials included strict control groups that used placebos or active comparators. All tests were conducted in line with international standards for clinical testing and regulatory approval.
The HPV vaccine causes autoimmune diseases.	Large studies and continuous monitoring have not found that the HPV vaccine increases the risk of autoimmune diseases. The benefits of vaccination in cancer prevention far outweigh any unproven potential risks.
There is no evidence that the HPV vaccine prevents cancer.	Long-term studies show that the HPV vaccine reduces the incidence of cervical and other HPV-related cancers by preventing infection with high-risk HPV types known to cause these cancers. [Add data from successful countries].
The HPV vaccine is only for girls.	The HPV vaccine is recommended for both girls and boys to protect against various cancers and genital warts caused by HPV. Vaccinating both sexes also reduces the overall burden of HPV-related diseases.
The HPV vaccine does not provide long-lasting protection, so it is not worth it.	Research shows that the HPV vaccine provides long-term protection. Studies to date indicate that the vaccine offers protection against HPV infection for at least ten years, and it is expected to last significantly longer. So far, booster doses are not required.



11. POSTING SCHEDULE

Creating a posting schedule is an important aspect of an effective social media strategy. A well-structured schedule helps ensure consistent content delivery, maximizes audience reach, and encourages engagement.

When creating a posting schedule, it's essential to adapt it to your organization's internal capacities. Consider the size of your team, available resources, and the time required to create, review, and post content. A realistic schedule ensures quality over quantity and prevents overburdening your staff.

11.1. POSTING FREQUENCY

General recommendation (Hootsuite, 2023):

- Instagram: post between 3 and 5 times per week.
- Instagram Stories: post 2 times per day.
- Facebook: post between 1 to 2 times per day.
- TikTok: post between 3 and 5 times per week.
- LinkedIn: post between 1 to 2 times per day.

Adjust based on platform, goals and resources. For a time-limited awareness campaign, higher frequency and multiple types of content may be appropriate.

11.2. STRATEGIC POST TIMING FOR MAXIMUM ENGAGEMENT

- **Use analytics:** check each platform's analytics (e.g., Facebook Insights, Instagram Insights) to determine when your followers are most active. Generally, posts between 9-11 a.m. and 6-9 p.m. see higher engagement, but tailor this based on your audience's behaviour.
- **Seasonal and event-based timing:** align your content with relevant times of the year or observances. Posting content during back-to-school seasons or national health awareness months can resonate strongly, especially with parents and young adults considering vaccination.

11.3. REAL-TIME ENGAGEMENT

- **Adapt schedule for current events:** if a trending topic related to HPV or public health arises, prioritize that content to stay relevant. Adjust the schedule for high-impact topics and be prepared to address misinformation if it gains traction.

11.4. REGULAR REVIEW AND SCHEDULE ADJUSTMENT BASED ON PERFORMANCE

Review key metrics such as reach, engagement, and click-through rates each month. Note which content types perform best and identify patterns in audience preferences.



11.5. UTILISATION OF PLANNING TOOLS FOR CONSISTENCY

Create a shared content calendar (e.g., Google Sheets, Microsoft Teams, Excel) for team collaboration. Use this to plan and visually map out your content for easy adjustments and planning at a glance.

12. SOCIAL MEDIA METRICS AND ANALYTICS GUIDE

Social media metrics and analytics serve as the backbone of any efficient social media strategy. By tracking and analysing these metrics, organizations can make data-driven decisions, tailor their content to their audience's preferences, and ultimately achieve their social media objectives more efficiently.

12.1. FACEBOOK INSIGHTS

Facebook Insights offers a comprehensive suite of metrics for tracking engagement, reach, audience demographics, and more. Accessing these insights can help healthcare professionals make informed decisions to improve their Facebook outreach.

- **Engagement metrics:** track likes, shares, comments, and saves for each post, as well as overall page interactions.
- **Reach and impressions:** view the unique reach and total impressions for each post to understand content visibility.
- **Click-through rate (CTR):** see how many people clicked on links within posts to gauge interest in external resources.
- **Audience demographics:** access demographic data (age, gender, location, language) to understand the makeup of your audience.
- **Follower growth:** Track new page likes and the growth rate over time.

How to Access: Go to the Facebook Business Page, click on "Insights" in the menu, and explore different sections for detailed metrics. The "Overview" section provides a snapshot of recent performance, while individual tabs (such as "Posts," "People," and "Actions on Page") offer deeper insights (Facebook, n. D.).

12.2. INSTAGRAM INSIGHTS

Instagram Insights provides engagement, reach, impressions, and demographic data for business and creator accounts, helping you assess how effectively you're reaching and resonating with your audience.

- **Engagement metrics:** track likes, comments, shares, saves, and profile visits from each post, story, or reel.
- **Reach and impressions:** view unique reach and total impressions for each post and story, providing visibility insights.



- **Click-through rate (CTR):** for Instagram Stories, use “Swipe-Ups” (if available) or link clicks to measure CTR.
- **Conversion rate:** if using ads, track conversions related to sales or desired actions directly within Insights.
- **Follower growth:** monitor new followers gained over specific timeframes.
- **Audience Demographics:** access insights on your followers’ age, gender, and location, as well as their most active times, to tailor content.

How to Access: From the Instagram profile page, tap the menu (three lines) in the top right corner, then select “Insights.” Here, you can access metrics for posts, stories, and audience details. Individual posts also have insights accessible via the “View Insights” option under each post (Instagram, n. D.).

12.3. LINKEDIN ANALYTICS

LinkedIn Analytics provides engagement, demographics, and performance insights specifically tailored for a professional audience. It’s ideal for content targeting healthcare professionals or organizations.

- **Engagement metrics:** track post likes, comments, shares, and clicks on LinkedIn posts and articles.
- **Reach and impressions:** monitor unique reach and impressions to gauge post visibility among LinkedIn’s professional audience.
- **Click-through rate (CTR):** see how many users click on links in your content, driving traffic to resources or external sites.
- **Audience demographics:** access insights on follower industry, job function, seniority, and company size to tailor messaging more accurately.
- **Follower growth:** monitor the rate at which your followers increase, providing insights into growing audience interest.

How to Access: Go to the LinkedIn Company Page, select “Analytics” from the top menu, and view metrics by “Visitors,” “Updates,” and “Followers” (LinkedIn, n. D.).

12.4. TIKTOK ANALYTICS

TikTok Analytics provides engagement metrics and follower insights. Given TikTok’s video-first approach, metrics focus on content views and interaction trends.

- **Engagement metrics:** track video views, likes, comments, shares, and profile visits for each video.
- **Reach and impressions:** TikTok displays total views and unique viewers, helping gauge content popularity.



- **Follower growth:** monitor follower increases over time, indicating the appeal of content to new audiences.
- **Audience demographics:** understand follower demographics, such as age, gender, and location, to fine-tune content style.
- **Average watch time:** this metric indicates the time users spend on each video, helping gauge engagement levels.

How to Access: Go to the TikTok profile, tap on the three vertical lines in the top right corner, select “TikTok Studio”, then “Analytics.” The dashboard provides insights on individual videos and general audience trends (TikTok, n. D.).

Disclaimer on platform changes

Social media platforms frequently update their analytics dashboards, including what metrics are available, how they are calculated, and where they are displayed. These changes can affect how organizations track and interpret data. To stay up-to-date, regularly review platform updates, help center guides, and notifications regarding changes in analytics features.

13. REFERENCES

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