**Million Veteran Program Women’s Campaign**

**Social Media Toolkit for MVP’s PSA**

**Link to PSA:** [**https://www.youtube.com/watch?v=drlPmhhk-SA**](https://www.youtube.com/watch?v=drlPmhhk-SA)

**Link to VAntage Point Blog:** [**https://blogs.va.gov/VAntage/89967/future-medicine-genes-need-help/**](https://blogs.va.gov/VAntage/89967/future-medicine-genes-need-help/)

**For posting on Saturday, June 12th (Women Veteran’s Day)**

* **Post #1**

Facebook:

The future of women’s health is in your genes, and we need your help. This Women Veteran’s Day, enroll in VA genetic research to make a difference and leave a legacy for all women Veterans.

[Embed PSA video **or** VAntage Point blog]

Twitter:

The future of **#womenshealth** is in your genes, and we need your help. This **#WomenVeteransDay**, enroll in VA genetic research to make a difference for all women Veterans.

[Embed PSA video **or** VAntage Point blog] (~200 characters)

* **Post #2**

Facebook:

Honor comrades this Women Veterans Day by enrolling in VA’s genetic research program. Fifteen minutes and a blood draw are all it takes to make a lasting difference for servicewomen of today and tomorrow.

[Embed PSA video **or** VAntage Point blog]

Twitter:

Honor comrades this **#WomenVeteransDay** by enrolling in VA’s genetic research program. Fifteen minutes and a blood draw are all it takes to make a lasting difference.

[Embed PSA video **or** VAntage Point blog] (~203 characters)

* **Post #3**

Facebook:

WATCH: These women Veterans are leading the future of medicine through VA genetic research. This Women Veteran’s Day, join them by enrolling today in the Million Veteran Program.

<https://www.youtube.com/watch?v=drlPmhhk-SA>

Twitter:

WATCH: These women Veterans are leading the future of **#precisionhealthcare**. This **#WomenVeteransDay**, join them by enrolling today in the **#MillionVeteranProgram**.

<https://www.youtube.com/watch?v=drlPmhhk-SA> (203 characters)

**For posting any other day:**

* **Post #4:**

Facebook:

Women Veterans deserve health care tailormade to their needs, life experiences, and military exposures. Help make that dream a reality by enrolling in VA genetic research.

[Link to VAntage Point blog **or** PSA]

Twitter:

Women Veterans deserve health care tailormade to their needs, life experiences, and military exposures. Help make that dream a reality by enrolling in VA **#geneticresearch**.

[Link to VAntage Point blog **or** PSA] (~215 characters)

* **Post #5**

Facebook:

WATCH: Join these women Veterans in VA research to help give comrades the best of tomorrow’s medicine.

<https://www.youtube.com/watch?v=drlPmhhk-SA>

Twitter:

WATCH: Join these **#womenVeterans** in VA **#geneticresearch** to help give comrades the best of **#precisionhealthcare**. <https://www.youtube.com/watch?v=drlPmhhk-SA> (155 characters)

* **Post #6**

Facebook:

Did you know? Women Veterans are more likely to experience migraines, arthritis, gastrointestinal issues, and mental health conditions compared to male Veterans.

More research is needed to understand why, and to find targeted treatments and preventions. You can help by enrolling today in VA genetic research.

[Link to VAntage Point blog]

Twitter:

**#DYK**: Women Vets experience migraines, arthritis, gastrointestinal issues, and mental health conditions more often than male Vets. Help researchers better understand why by enrolling in VA **#geneticresearch** today. (~245 characters)

[Link to VAntage Point blog]

* **Post #7**

Facebook:

Did you know? VA researchers are working to understand how military experience and race might affect breast cancer risk. Help unlock more mysteries in our genes by enrolling in VA’s Million Veteran Program today.

[Link to VAntage Point blog]

Twitter:

**#DYK**: VA researchers are working to understand how military experience and race might affect **#breastcancer** risk. Help unlock more mysteries in our genes by enrolling in VA’s **#MillionVeteranProgram** today.

[Link to VAntage Point blog] (~240 characters)

* **Post #8:**

Facebook:

The truth is, there aren’t enough women Veterans in research. This makes it hard to guarantee new treatments, screenings and other breakthroughs work just as well in women as for men. Join these women Veterans in VA genetic research to help change that.

[Link to VAntage Point blog **or** PSA]

Facebook:

The truth is, there aren’t enough women Veterans in research. This makes it hard to guarantee new breakthroughs work just as well in women as for men. Join these women Veterans in VA **#geneticresearch** to help change that.

[Link to VAntage Point blog **or** PSA] (~255 characters)