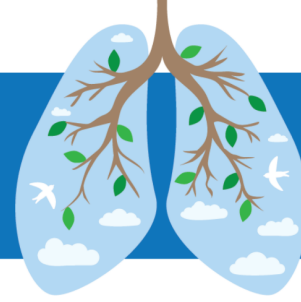




### How To Use This Guide:

Feel free to generate social media posts tailored to your audience and organization's voice.

#### To create your post, include:

- Your organization name
- Your role or participation (if applicable)
- Your target audience (e.g., patients, providers, community members)
- Any local details you'd like to highlight. If you want to highlight local participation, reach out to <https://www.lungcancerscreeningday.org/contact> to ask for photos from past LCS Day events.

#### Every post should include:

- **Date:** Saturday, November 14, 2026
- **Link:** <http://www.lungcancerscreeningday.org>
- **Call to action** (e.g., learn more, get involved, register, spread the word)
- **Hashtag:** #LCSDay2026

### General LinkedIn Post

Use this to generate a broad awareness post.

- Topics to consider:
  - The Fifth Annual National Lung Cancer Screening Day is Saturday, November 14, 2026.
  - It is a nationwide effort to increase access to lung cancer screening.
  - Many eligible individuals are not getting screened, and expanding access can help address this.
  - Screening centers across the country participate by opening on a Saturday to make screening more accessible.
  - Early detection improves lung cancer outcomes.
- Include a clear call to action specific to why you are involved, encouraging people to learn more or get involved themselves.
- Use an informative but approachable tone. Keep it concise (100–150 words).
- Be sure to include this link: [www.lungcancerscreeningday.org](http://www.lungcancerscreeningday.org)
- Include the hashtag: #LCSDay2026

## **“We’re Participating / Join Us” Post**

**Use this if your organization is actively participating.**

- Topics to consider:
  - The Fifth Annual National Lung Cancer Screening Day is Saturday, November 14, 2026.
  - It is a national effort to increase access to lung cancer screening.
  - Many eligible people don’t get screened due to weekday barriers like work schedules.
  - Screening centers participate by opening their doors on a Saturday to expand access.
  - Participation helps increase screening rates and promote early detection.
- Make the post feel positive, proud, and community-focused.
- Include a strong call to action inviting people to join you at your location, or consider participating themselves.
- Keep it concise (100–150 words).
- Include this link: [www.lungcancerscreeningday.org](http://www.lungcancerscreeningday.org)
- Include the hashtag: #LCSDay2026

## **“Join Us in Spreading the Word” Post**

**Use this for partners, coalitions, or organizations not hosting screenings.**

- Topics to consider:
  - The Fifth Annual National Lung Cancer Screening Day is Saturday, November 14, 2026.
  - It is a nationwide effort to increase access to lung cancer screening.
  - Fewer than 1 in 10 eligible individuals are getting screened.
  - Increasing awareness and access can help change that number.
  - Screening centers participate by offering Saturday appointments.
- Encourage the audience to take action by sharing information and helping to raise awareness.
- Use a collaborative, encouraging tone.
- Keep it concise (100–150 words).
- Include this link: [www.lungcancerscreeningday.org](http://www.lungcancerscreeningday.org)
- Include the hashtag: #LCSDay2026