

Tanning is Out: Social Media Tips

1. Get your Tanning is Out Challenge started

Visit cancergameplan.ca for everything you need to know. This is a dedicated website for the Canadian Cancer Society B.C. & Yukon's prevention initiatives.

2. Join us on Facebook

"Like" the Tanning is Out Facebook page: www.facebook.com/TanningisOut. You are part of something big and we encourage you to write on the Facebook page's wall, respond to posts, and brag about your school's involvement and success. Share this page widely!

3. Start a Facebook event for your school's challenge

You can create a Facebook event (different from the Tanning is Out Facebook page) for your school's Tanning is Out Challenge and invite all of your friends. You can also download our Facebook image to use as your event image.

Please include your school name in the event, (i.e. "Kelly Road Secondary Tanning is Out Challenge"), so that everyone knows that it is specific to your school.

- o Yes: Kelly Road Secondary Tanning is Out Challenge 2013
- o Yes: It's 2013 and Tanning is Out at Kelly Road
- o No: Tan Free Grad 2013
- o No: Tanning is Out CCS

Please add to your school's Facebook event description that your *2013 Tanning is Out Challenge is supported by the Canadian Cancer Society B.C. & Yukon.*

4. Use our Facebook cover photo

Download our Facebook cover photo from cancergameplan.ca for the Tanning is Out Challenge and share on your personal Facebook page.

5. Follow us on Twitter and include us in your tweets

- @TanningisOut
- @CancerSocietyBC
- #tanningisoutchallenge

6. Create a Twitter handle for your school's challenge

It's a good idea to use your school name in the twitter handle. Here are some examples:

- o Yes: @ArgyleTIO
- o Yes: @ArgyleTanningisOut

7. Last but not least, spread the word!

- o Link to cancergameplan.ca and facebook.com/TanningIsOut
- o Post photos of your school's Tanning is Out Challenge
- o Share your and your friends' views on indoor/ outdoor tanning
- o Share key messages provided by the Society & videos tanning
- o Copy and paste these messages or videos into your status, tweets or Facebook event!

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IS OUT**



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Messages to share or tweet:

- Indoor tanning causes skin cancer. According to the World Health Organization Ultraviolet (UV) radiation exposure from the sun or tanning devices is a known carcinogen – in other words we know they cause cancer.
- Skin cancer is the most common type of cancer. Melanoma skin cancer is one of the most common forms of cancer for people between the ages of 15-29, and is mostly preventable.
- Effects of tanning are irreversible. According to the Canadian Dermatology Association, 90% of wrinkles and aging you see on people is directly caused by UV radiation.
- No tan is a safe tan. Tanned skin is damaged skin. Any type and amount of exposure to UV rays can be harmful as it is responsible for DNA damage which increases a person's cancer risk.
- Getting a base tan does little to protect you from the sun. A suntan won't protect you against skin cancer and doesn't offer protection against further sun damage. A base tan only gives you the protection that you'd get from wearing sunscreen with an SPF of 2-4!
- Tanning beds can expose you to 5x more radiation than the sun.
- Myth: Having a tan is healthy. Reality: No, it's not. When your skin colour changes, it's damaged and that can lead to premature aging and skin cancer.
- Myth: Tanning salons are a healthy way to get your vitamin D. Reality: Tanning beds are not a safe way to get your vitamin D. It is safer to get it from the sun, supplements and your diet.

Videos to share:

- Killer Tan - <http://youtu.be/7KttFUxxXFk>
- The Burnadettes - <http://www.youtube.com/watch?v=IXby8gnj1rE>
- Youth Speak Out - <http://www.youtube.com/watch?v=Fvib4xbqpxs>
- Tanning Gone Bad. Tanning is Out. - <http://www.youtube.com/watch?v=B4LdWEwiNkQ>
- Dear 16 Year Old Me by the David Cornfield Melanoma Fund - http://www.youtube.com/watch?v=_4jgUcxMezM

Want more? Visit Tanning is Out on Facebook or follow us on Twitter for regular updates, photos and posts that you can share far and wide!

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