**DO IT FOR YOURSELF: TEMPLATE SOCIAL COPY**

Please find template social copy options below which you can pick from and share across your platforms and with campaign spokespeople. To note, Twitter posts can be a maximum of 280 characters.

To view the emojis, please download this document. In Dropbox’s preview mode, it’s likely they’ll be shown as blank squares, but they should appear once downloaded. If you have any issues viewing them, do get in touch with MSD@freuds.com for assistance.

**Suggested Twitter posts**

* ⚠️Not every cough is a COVID cough! It could be a sign of lung cancer but catching it early means more of us are surviving this than ever before. If you have had a cough for three weeks or more - don’t delay. #DoItForYourself and contact your GP practice.
* We became a nation of DIYers during the pandemic 🛠. We spent time looking after our homes – but now it’s time we look after ourselves 💪. A cough lasting for three weeks or breathlessness could also be signs of lung cancer, so #DoItForYourself and contact your GP practice.
* You wouldn’t wait weeks to fix a leaky tap 🚰, so why wait checking on your cough? If you have had a cough for three weeks or more then it could be a sign of lung cancer. Don’t delay 🙅️, #DoItForYourself and contact your GP practice today.
* You wouldn’t let pressure build in your boiler – so why are you letting it build in your lungs 🤷? Not every Cough is a COVID Cough⚠️ if you’ve had a cough for more than three weeks – it could be a sign of lung cancer. #DoItForYourself and contact your GP practice.
* A cough lasting for three weeks or more could be a symptom of lung cancer. Don’t delay looking after your health ❌ #DoItForYourself and contact your GP practice.
* Catching lung cancer early makes it more treatable. If you’ve had a cough for three weeks or more then contact your GP practice today #DoItForYourself.
* [INSERT REGION] **–** your GPs are here to help you look after yourself – so stop putting your health on the back burner. A cough lasting for three weeks could be a sign of lung cancer, so #DoItForYourself and contact your GP practice.

**Suggested Instagram and Facebook posts**

* [INSERT REGION] **–** your GPs are here to help you look after your health. The NHS is open and ready to see you safely 👍– so stop putting your health on the back burner. Getting breathless or had a cough for more than three weeks? It’s time to get yourself checked by contacting your GP practice #DoItForYourself
* Join us in supporting the #DoItYourself initiative 💪. Help raise awareness around the symptoms of lung cancer and the importance of early diagnosis. If you’ve noticed any signs of lung cancer, such as breathlessness and a cough lasting for more than three weeks, contact your GP practice🧑‍⚕️.
* If you have had a cough for three weeks or more—don’t delay ❌- contact your GP practice today. Catching lung cancer early means that more people are surviving than ever before 👍. #DoItForYourself
* ⚠️ Not every cough is due to COVID, it could be a sign of lung cancer. Being diagnosed early means treatment is more likely to be successful👍. So, don’t delay looking after yourself - #DoItForYourself and contact your GP practice today. The NHS is open to see you safely, with social distancing and safety measures in place to help keep you safe. #DoItForYourself
* We’ve become a nation of DIYers with more of us taking care of our homes 🏠. Whether it is a rattling boiler, a leaky tap, or a washing machine that has stopped spinning 🚰. But when it comes to our health, many of us delayed looking after ourselves. If you have had a cough for three weeks or more then it could be a sign of lung cancerand it’s important you get it checked early! #DoItForYourself 💪and contact your GP practice today.
* It’s time we dedicated as much time to looking after ourselves as we do to fixing things around the house 🔨🏠. Fear of lung cancer can hit close to home, but the sooner it is treated, the better the chances of recovery. That is why we are proud to support the #DoItForYourself campaign – which encourages patients with potential lung cancer symptoms to put their health first. Had a cough for three weeks or more or feeling breathless? Contact your GP practice as soon as you can.