



Team SunSmart Weekend Social Media Sample Posts

Facebook

It takes only one blistering sunburn, especially at a young age, to more than double a person's chance of developing melanoma later in life. Let's make sunscreen application a normal pre-game routine and a staple in every athlete's equipment bag! #SunSmartWeekend

Did you know winter and alpine athletes receive even more sun exposure not only due to the reflection from snow and ice covered surfaces, but also because harmful rays are less able to be absorbed by the atmosphere due to the higher altitude? Let's make sunscreen application a normal pre-game routine and a staple in every athlete's equipment bag! #SunSmartWeekend

The incidence of people under 30 developing melanoma is increasing faster than any other demographic group, soaring by 50% in women since 1980. Let's make sunscreen application a normal pre-game routine and a staple in every athlete's equipment bag! #SunSmartWeekend

Twitter

Athletes: enjoy a healthy outdoor lifestyle by applying sunscreen pre-game & reapplying often. #skincancer #SunSmartWeekend

In ages 15-29 melanoma is the second most common cancer. Athletes, don't forget sunscreen! #skincancer #SunSmartWeekend

Most melanoma is caused by exposure to UV rays. Athletes, you're outside more than the avg person. Don't forget sunscreen! #SunSmartWeekend

1 in 5 Americans will develop #skincancer in their lifetime. Athletes apply pre-game & reapply often. #SunSmartWeekend