**Social media messaging**

We will be running a four-week paid for campaign on TikTok and we will be sharing organic content (non paid for) via our regional @NHSsoutheast X account.

We would really value your support in sharing our TikTok asset (**from Thursday 19 June only**) and all other campaign branded imagery organically via your channels, using hashtag **#LoveYourCervix.** This is important as it will help when we come to evaluate the campaign.

We have a social media schedule with suggested content including case studies for you to use – see below.

Alternatively, please like/share social content posted from our regional X account which will be scheduled from Wednesday 18 June 2025 – a day before the launch.

Suggested content as follows: -

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| We are excited to be launching #LoveYourCervix tomorrow – a brand new campaign to encourage greater uptake in women, particularly aged 25-29 | Picture 1, Picture |
| Today sees the launch of #LoveYourCervix which will be encouraging women aged 25-29 to get screened when invited. | Insert TikTok clip |
| Cervical screening, often known as a smear test, is a simple yet vital health check for women. #LoveYourCervix | A person's stomach with her hands in a heart shape, Picture |
| Check out our 30-sec clip about cervical screening! It's quick, easy, and could save your life. Young women, this is for you! Watch, share, and spread the word. #loveYourCervix | TikTok clip |
| These three inspiring young women are encouraging others to take charge of their health and #LoveYourCervix as part of a vital new cervical cancer screening campaign launched. [Press releases - South East Communications - Futures](https://future.nhs.uk/SouthEastCommunications/view?objectId=55940656) | Picture |
| It’s important that all eligible women attend cervical screening. Our Deputy Medical Director Daghni Rajasingam talks about the importance of keeping up to date with your screening. #LoveYourCervix | Picture |
| Did you know cervical screening is a free test that checks for high-risk HPV and abnormal cell changes? Early detection is key! #LoveYourCervix | A person's body with hands on her hips, Picture C |
| Megan, aged 27, from Kent talks about her experience of cervical screening and why it’s so important. #LoveYourCervix | A person taking a selfie, Picture |
| The goal of cervical screening is to identify those at higher risk of cervical cell changes or cancer for early intervention. #LoveYourCervix | A person holding her hands in a heart shape, Picture |
| This short video explains the importance of cervical screening for women. If you’ve missed your appointment or are putting it off, contact your GP practice today. | Click [here](https://future.nhs.uk/SouthEastCommunications/view?objectId=63461488) to download the video |
| We want women to feel informed, empowered, confident, prepared, and supported when it comes to cervical screening. This is the message from our deputy medical director. #LoveYourCervix | Picture 2, Picture  S |
| Shreya, 28, from Berkshire, talks about the reasons why she will never ignore cervical screening when invited. #LoveYourCervix | Picture |
| Been invited for cervical screening? Put your health at the top of your to-do list and book your appointment as soon as you can. #LoveYourCervix | A person in a garment with her hands on her hips, Picture |
| Morgan, aged 27, is encouraging others of a similar age to come forward for their cervical screening when invited as she explains how her screening was quick and easy. #LoveYourCervix. | Picture 2, Picture |
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