10 SAMPLE SOCIAL MEDIA POSTS

NOTE: It is suggested that posts end with a link to the campaign website: “More information is available at www.PreventHeartburnCancer.org.” You can post the ad or infographic as well to boost readership.

Try combining one of these messages with mention of a holiday, major sporting event or other times when overindulging or stress may make heartburn more noticeable.

1. Are you one of the more than 25 million Americans who experience heartburn daily? Learn about the connection to esophageal cancer and what gastroenterologists can do to prevent disease.

2. Gastroesophageal reflux disease (GERD) is one of the most common digestive disorders in the US. Learn more about the connection between chronic heartburn and esophageal cancer.

3. It’s time to think differently about your chronic heartburn. It can raise your risk of esophageal cancer.

4. Got chronic heartburn? Many people self-medicate without realizing that stomach acid backs up into the esophagus and may lead to more serious disease.

5. Tell your doctor about your heartburn symptoms, their frequency and what you’re taking. Medicine can sometimes mask an underlying condition.

6. What you don’t know about GERD can hurt you. Learn about the connection between chronic heartburn and esophageal cancer.

7. Chronic heartburn can cause precancerous changes in the cells of the esophagus. We can now detect these changes when they are still harmless and cells can be treated or removed.

8. Advances in diagnostic tools enable us to detect precancerous changes in the esophagus when they are still harmless and cells can be removed or treated before they become cancerous.

9. In America, an estimated 25 million people suffer from heartburn symptoms every day. Visit a gastroenterologist to be sure it’s not something more.

10. For many men over age 55, heartburn is something they live with every day. What they don’t know is that it could be linked to esophageal cancer.
Infographic for Social Media

Save this image as a picture, and add it to your social media posts and/or your website.
Postcard

ASGE has designed a postcard that you can customize and send out to patients or to referring primary care providers.

These front and back images may be sent or taken to a printer, or you can upload them directly to online printing sites. Add the name and address of the recipient, and your office’s contact information, to the back of the postcard.

Postcard front image

A new campaign about the link between heartburn and esophageal cancer
Thank you for helping to spread the word about the link between chronic heartburn and esophageal cancer, and about advances in tools and technologies that allow us to identify and remove/treat precancerous cells in the esophagus.

For more information, visit www.PreventHeartburnCancer.org