






U.S. Department of Veterans Affairs


U.S. Department of Veterans Affairs
Million Veteran Program (MVP) Women’s Campaign
Strategic Communications Support, Social Media Content Calendar – Facebook Live Event Posts
May 12, 2021

Note: Graphics in the below document are for reference only. Please use the high-resolution photo files links below each image:

For use on VA and Partner Facebook and Twitter

Post Name	Recommended Posting Date	Facebook Post	Tweet	Image
Promo Post 1	Wednesday, May 5	<p>You’re invited!</p> <p>Join experts from @VeteransAffairs and @AMVETSHQ on May 12 at 2:00 p.m. ET to learn how VA’s bringing you the future of medicine through genetic research. We’ll also talk about breakthroughs in women’s health and how everyday Veterans can help.</p> <p>See you there!</p> <p>http://bit.ly/EventMay12</p>	<p>For #WomensHealthWeek, join experts from @VeteransAffairs and @AMVETSHQ on 5/12 at 2 p.m. ET to learn about VA’s #geneticresearch program, now one of the largest in the world, and how it’s advancing #womenshealth. More here: http://bit.ly/EventMay12</p>	 <ul style="list-style-type: none"> Link to FB Graphic Link to Twitter Graphic

Post Name	Recommended Posting Date	Facebook Post	Tweet	Image
Promo Post 2	Friday, May 7	<p>Did you know? Of roughly 2 million living women Veterans, only 75,000 have joined VA's genetic research program.</p> <p>Join experts from @VeteransAffairs and @AMVETSHQ on May 12 at 2:00 p.m. ET to learn how this program is making breakthroughs in women's health and how you can help. Learn more at http://bit.ly/EventMay12</p>	<p>#DYK? Of 2M women Veterans, only 75K have joined VA's program in #geneticresearch.</p> <p>Join experts from @VeteransAffairs and @AMVETSHQ during #womenshealthweek on 5/12 at 2 p.m. ET to learn how this program is revolutionizing medicine for #WomenVeterans and how you can help: http://bit.ly/EventMay12</p>	 <ul style="list-style-type: none"> • Link to FB Graphic • Link to Twitter Graphic
Reminder Post	Tuesday, May 11	<p>Are you a woman Veteran, interested in helping other women Veterans?</p> <p>@VeteransAffairs's program in genetic research is an easy way to give back.</p> <p>Join experts from @VeteransAffairs and @AMVETSHQ tomorrow to learn more. http://bit.ly/EventMay12</p>	<p>Are you a woman Veteran, interested in giving back? @DeptVetAffairs's program in #geneticresearch is one way to help.</p> <p>Join experts from @VeteransAffairs and @AMVETSHQ tomorrow during #womenshealthweek to learn more. http://bit.ly/EventMay12</p>	 <ul style="list-style-type: none"> • Link to FB Graphic • Link to Twitter Graphic
Day of Event Post	Wednesday, May 12 (~11AM ET)	<p>TODAY: Join experts from @VeteransAffairs and @AMVETSHQ at 2:00 p.m. ET to learn how you can help VA make breakthroughs in women's health through its genetic research program. Learn more at http://bit.ly/EventMay12</p>	<p>TODAY: Join experts from @VeteransAffairs and @AMVETSHQ at 2 p.m. ET to learn how you can help VA make medical breakthroughs in #womenshealth through its #geneticresearch program. http://bit.ly/EventMay12</p>	

Post Name	Recommended Posting Date	Facebook Post	Tweet	Image
				 <ul style="list-style-type: none"> • Link to FB Graphic • Link to Twitter Graphic
<p>ICYMI Post – whenever schedule allows</p>		<p>In case you missed the May 12 Facebook Live with @AMVETSHQ and @VeteransAffairs, check out the recap, watch the video and learn how you can help advance medicine and womens health through VA’s genetic research program.</p> <p>(Link to be distributed after event)</p>	<p>#ICYMI: check out this recap of the the May 12 Facebook Live with @DeptVetAffairs and @AMVETSHQ, and learn how you can help advance #precisionmedicine and #womenshealth through VA’s genetic research program.</p> <p>(Link to be distributed after event)</p>	<p>Graphic to come (will be made after the event and sent out to you)</p>