

### #ReadMyLips Social Media Responses for the Society for Women's Health Research's Partners

The #ReadMyLips campaign is launching in September, with the goal to encourage women everywhere to feel empowered to speak with their doctor about getting their cholesterol checked with a lipid panel test. We encourage you to post content around #ReadMyLips per the partner social toolkit, and this guide has been created to support you with community management of this content on your social channels.

In the event of a question, mention, or comment regarding the #ReadMyLips campaign that warrants a response, please refer to these response recommendations.

#### SWHR Partner Social Media Canned Responses

#ReadMyLips Campaign Responses	
Situation	Pre-Developed Response
<b>Positive Replies</b>	
User shares positive comments about the campaign, such as, "This program is great"	<p>"Like" and/or respond with one of the following:</p> <p>Thanks! Glad to hear you are interested in learning more about heart health, the risk factors for heart disease, and the risk of having high cholesterol. Please explore SWHR's [tag] blog post and spread the word to other women in your life! [LINK] #ReadMyLips</p> <p>Thanks! Please join us in continuing to spread the word with SWHR's [tag] about regular lipid panel testing for cardiovascular health. This is only the beginning! Learn more: [LINK] #ReadMyLips</p>
<b>Neutral Replies</b>	
If user has questions about a lipid panel test.	<p>Great question, [name]. To learn more about how a lipid panel test can help determine if you have high cholesterol, as well as learn more about the risk factors for heart disease, visit SWHR's [tag] recent blog post to learn more: [LINK] #ReadMyLips</p> <p>Thanks for your question, [name]. A lipid panel test is the most comprehensive way for your doctor to determine if you have high cholesterol. To learn more about a lipid panel test, visit SWHR's [tag] recent blog post: [LINK]</p>
If user asks a question about why the campaign is only focused on women.	Great question, [name]. SWHR's [tag] #ReadMyLips campaign focuses on raising awareness about the importance of heart health and cholesterol screening for women because although women and men are equally as likely to have a heart attack, women are more likely to die from a heart attack than men.

<p>If user asks why you are a part of this campaign.</p>	<p>#ReadMyLips is a call to action for women to stay on top of their heart health and speak w/ their doctor about regular cholesterol screenings. Our partner SWHR [tag] is sharing educational resources all month, and we're proud to support their efforts by spreading the word!</p> <p>Hi [name], we are united alongside SWHR [tag] to help educate and empower women everywhere to stay on top of their heart health, as many people might not know where to start. These resources can help women everywhere learn more and start the conversation.</p>
<p><b>Negative Replies</b></p>	
<p>Racist, sexist, homophobic, hateful, harmful, distracting, etc. comments</p>	<p>[Please hide these comments immediately. Do not reply to them.]</p>

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