



Syphilis Banana Campaign: Social Media Pack

Syphilis is on the rise in England and Terrence Higgins Trust have developed a social media campaign to raise awareness of the symptoms of syphilis and to encourage testing.

This pack contains key messages and suggested social media posts that you can use on your social media platforms to support the targeted social media promotion we will be placing on platforms such as Facebook, Instagram, Twitter and dating apps. Designed social media assets are available to download at www.tht.org.uk/bananaresources along with other resources.

If you have any questions about the campaign and this social media pack email caroline.barker@tht.org.uk

Below is some copy for social media posts. Please use the bit.ly links as it helps us track web traffic.

	Twitter	Facebook	Instagram
	Please use url to link https://bit.ly/2SzHBxj	Please use url to link https://bit.ly/2ScIQ6a	Please use the url for the 'link in bio' https://bit.ly/2SdYA98
	It's easy to treat and cure Symptoms are easy to miss Condoms are your best protection https://bit.ly/2SzHBxj	It's easy to treat and cure Symptoms are easy to miss Condoms are your best protection https://bit.ly/2ScIQ6a	It's easy to treat and cure Symptoms are easy to miss Condoms are your best protection Click the link in the bio to find out more. [Use the https://bit.ly/2SdYA98 for the 'link in bio']
Protection	Treatment is FREE & CONFIDENTIAL Testing for syphilis is FREE & CONFIDENTIAL Find out more and where to test https://bit.ly/2SzHBxj	Treatment is FREE & CONFIDENTIAL Testing for syphilis is FREE & CONFIDENTIAL Find out more and where to test https://bit.ly/2ScIQ6a	Treatment is FREE & CONFIDENTIAL Testing for syphilis is FREE & CONFIDENTIAL Click the link in the bio to find out more and where to test [Use https://bit.ly/2SdYA98 for the 'link in bio']
Treatment	Protect yourself and test regularly. Why test for syphilis? <ul style="list-style-type: none"> ■ You may not notice any symptoms. ■ Syphilis can cause serious health problems. ■ Protect yourself and your partner. Find out more https://bit.ly/2SzHBxj	Syphilis may have no symptoms but can cause serious health problems. Find out more and how to test: https://bit.ly/2ScIQ6a	Syphilis is on the rise and you can have it without knowing. Protect yourself and test regularly. Click the link in the bio to find out more. [Use https://bit.ly/2SdYA98 for the 'link in bio']



Symptoms	<p>Did you know? You can have syphilis without knowing, so regular check-ups are a good idea.</p> <p>Find out where you can get tested for FREE https://bit.ly/2SzHBxj</p>	<p>Did you know? Left untreated syphilis can seriously damage your heart, brain and bones, and can cause nerve problems.</p> <p>Symptoms are easy to miss.</p> <p>Find out more and where to test near you: https://bit.ly/2SciQ6a</p>	<p>Did you know? Left untreated syphilis can seriously damage your heart, brain and bones, and can cause nerve problems.</p> <p>The only way to ensure you don't have syphilis is to test.</p> <p>Click the link in the bio to find out more about symptoms. [Use https://bit.ly/2SdYA98 for the 'link in bio']</p>
	<p>Syphilis is on the rise and you can have it without knowing.</p> <p>Test and find out as it's easy to treat and cure.</p> <p>Protect yourself from infection and find out where to test near you: https://bit.ly/2SzHBxj</p>	<p>Early symptoms of syphilis include:</p> <ul style="list-style-type: none"> ■ Painless sores ■ Swollen glands <p>You may have no symptoms, or they may mimic those of other health conditions.</p> <p>If you think you may have syphilis it is best to test at your local sexual health clinic or GP.</p> <p>Find out more where to test near you: https://bit.ly/2SciQ6a</p>	<p>Syphilis is on the rise!</p> <p>Test and find out as it's easy to treat and cure.</p> <p>Testing is free and confidential.</p> <p>Click the link in the bio to find out where to test. [Use https://bit.ly/2SdYA98 for the 'link in bio']</p>
	<p>Syphilis is on the rise in [insert county]</p> <p>If untreated, it can seriously damage your health</p> <p>The good news is it can be treated by a single injection or a short course of tablets.</p> <p>Find out where to test: https://bit.ly/2SzHBxj</p>	<p>Early symptoms of syphilis include:</p> <ul style="list-style-type: none"> ■ Painless sores ■ Swollen glands <p>You may have no symptoms, or they may mimic those of other health conditions.</p> <p>If you think you may have syphilis it is best to test at your local sexual health clinic or GP.</p> <p>Find out more where to test near you: https://bit.ly/2SciQ6a All STI tests, including syphilis, are FREE on the NHS.</p>	<p>Syphilis is on the rise!</p> <p>Test and find out as it's easy to treat and cure.</p> <p>Testing is free and confidential.</p> <p>Click the link in the bio to find out where to test. [Use https://bit.ly/2SdYA98 for the 'link in bio'] If you think you may have syphilis it is crucial to get tested at your local sexual health clinic, or by your GP.</p>
Testing	<p>Most people get tested and treated for infections like syphilis at sexual health or 'GUM' clinics.</p> <p>It's free and confidential.</p> <p>Testing for syphilis is:</p> <ul style="list-style-type: none"> ■ Quick ■ Free ■ Confidential <p>Find your local clinic: https://bit.ly/2SzHBxj</p>	<p>A syphilis test can involve:</p> <ul style="list-style-type: none"> ■ a blood test ■ a swab test, where a swab (small cotton bud) is used to take a sample of fluid from any sores ■ a physical examination, where a doctor or nurse will also ask to check your genitals or other parts of your body for sores. <p>Find where to test near you: https://bit.ly/2SciQ6a</p>	<p>Testing is free and confidential. Click the link in the bio to find out how to test: [Use https://bit.ly/2SdYA98 for the 'link in bio']</p>
	<p>Most people get tested and treated for infections like syphilis at sexual health or 'GUM' clinics.</p> <p>It's free and confidential.</p> <p>Testing for syphilis is:</p> <ul style="list-style-type: none"> ■ Quick ■ Free ■ Confidential <p>Find your local clinic: https://bit.ly/2SzHBxj</p>	<p>A syphilis test can involve:</p> <ul style="list-style-type: none"> ■ a blood test ■ a swab test, where a swab (small cotton bud) is used to take a sample of fluid from any sores ■ a physical examination, where a doctor or nurse will also ask to check your genitals or other parts of your body for sores. <p>Find where to test near you: https://bit.ly/2SciQ6a</p>	