

WORLD



Skin Health DAY 2020



14 OCTOBER 2020

SOCIAL MEDIA GUIDE

The Australasian College of Dermatologists seeks to empower Australians to access specialist care when it is needed and is committed to informing our community about dermatologists and the conditions they treat.

This year's World Skin Health Day will be on **14 October 2020**.

For World Skin Health Day 2020 we will be launching our new guide *Your dermatology telehealth appointment – A five step guide*. The guide will be available to download on World Skin Health Day at dermcoll.edu.au/world-skin-health-day/

Use the information below for ideas on how to help spread the message of World Skin Health Day 2020 and keep an eye on our channels to see what we're up to! If you have questions, please get in touch by emailing mariam@dermcoll.edu.au

Step 1: Select one of the images in this guide to use on your social media.

Step 2: Select one of the suggested World Skin Health Day campaign messages in this guide as text for the image

Step 3: Upload to your social media and tag The Australasian College of Dermatologists

Facebook: [@australasiancollegeofdermatologists](https://www.facebook.com/australasiancollegeofdermatologists)

Twitter: [@DermatologyACD](https://twitter.com/DermatologyACD)

Instagram: [@acderm](https://www.instagram.com/acderm)

LinkedIn: [@theaustralasiancollegeofdermatologists](https://www.linkedin.com/company/theaustralasiancollegeofdermatologists)

Step 4: Don't forget to add the World Skin Health Day 2020 hashtag #worldskinday

Step 5: Re-share or Re-tweet the posts from friends, colleagues and other organisations by searching for hashtags #worldskinday #dermatologists #dermatologybytelehealth

Suggested messages/tweets

- ACD is celebrating WSHD with the launch of a new guide to help Australians navigate how they access specialist dermatologist care in a new way in the new normal. Visit [dermcoll.edu.au/world-skin-health-day/](https://www.dermcoll.edu.au/world-skin-health-day/) #worldskinday #dermatologybytelehealth #dermatologists
- The unprecedented challenges of COVID-19 have demanded new, integrated & innovative approaches to care. This WSHD, ACD is highlighting the value of telehealth in improving people's access to dermatological care. Visit [dermcoll.edu.au/world-skin-health-day/](https://www.dermcoll.edu.au/world-skin-health-day/) #worldskinday #dermatologybytelehealth
- Dermatologists understand what skin conditions & situations telehealth appointments work well for or when a face to face appointment is needed. This WSHD ACD is launching a new telehealth guide. Visit [dermcoll.edu.au/world-skin-health-day/](https://www.dermcoll.edu.au/world-skin-health-day/) #worldskinday #dermatologybytelehealth #dermatologists
- Going for a dermatology telehealth appointment? Remember, it's OK to ask questions. ACD is celebrating World Skin Health Day with the launch of a new telehealth guide. To support WSHD campaign, visit [dermcoll.edu.au/world-skin-health-day/](https://www.dermcoll.edu.au/world-skin-health-day/) #worldskinday #dermatologybytelehealth #dermatologists
- Wondering what a dermatology appointment by telehealth involves or what to ask? See the ACD's new guide *Your dermatology telehealth appointment – A five step guide* at <https://www.dermcoll.edu.au/world-skin-health-day/> #worldskinday #dermatologybytelehealth #dermatologists
- You always have a right to ask questions about your skin, your health and any treatments you may be offered. See the ACD's new guide *Your dermatology telehealth appointment – A five step guide* at <https://www.dermcoll.edu.au/world-skin-health-day/> #worldskinday #dermatologybytelehealth #dermatologists
- When it comes to dermatology appointments by telehealth, a photo can be worth a thousand words. To find out more visit <https://www.dermcoll.edu.au/world-skin-health-day/> #worldskinday #dermatologybytelehealth #dermatologists
- Dermatology by telehealth is a valuable option helping patients access specialist dermatology care in a timely, safe and convenient way. <https://www.dermcoll.edu.au/world-skin-health-day/> #worldskinday #dermatologybytelehealth #dermatologists
- Dermatology appointments by video or phone are a safe way for patients to receive convenient and ongoing care. See the ACD's new guide <https://www.dermcoll.edu.au/world-skin-health-day/> #worldskinday #dermatologybytelehealth #dermatologists

Images

! Please do not release these images before 14 October 2020.

Twitter



[Twitter - It's OK to ask questions](#)



[Twitter - How can I find out more?](#)



[Twitter - Helping people access specialist dermatology care](#)



[Twitter - What to think about and how to prepare](#)

Facebook, Instagram, LinkedIn



[Fb Insta LinkedIn - It's like a face to face appointment](#)



[Fb Insta LinkedIn - It's OK to ask questions](#)

Facebook, Instagram, LinkedIn



[Fb Insta LinkedIn - How can I find out more?](#)



[Fb Insta LinkedIn - What to think about and how to prepare?](#)

Others



[Other - It's like a face to face appointment](#)



[Other - Helping people access specialist dermatology care](#)



[Other - WSHD Logo](#)