



Social media guide

Chronic skin, hair and nail conditions are more than skin deep. They change the way people live their lives. Finding the best possible treatment and support can make a big difference.

The Australasian College of Dermatologists will be celebrating World Skin Health Day 2022 on **14 October** with the launch of new community language podcasts and social media campaign themed *Caring for the Skin You're In*.

***Caring for the Skin You're In* aims to encourage Australians from culturally and linguistically diverse backgrounds to seek help for chronic skin, hair and nail conditions.**

The *Caring for the Skin You're In* podcasts aim to improve access to information and feature interviews with dermatologists from culturally and linguistically diverse backgrounds. Recorded in English, Cantonese, Korean, Spanish, Hindi, Arabic, Turkish and Persian, the dermatologists discuss the impact of skin, hair and nail conditions, and how to access reliable information, help and support.

The *Caring for the Skin You're In* podcasts were developed as part of the *Speak My Language (Disability)* program funded by the Commonwealth Department of Social Services and proudly delivered by Ethnic Communities Council of New South Wales in partnership with all State and Territory Ethnic and Multicultural Communities' Councils across Australia.

Getting involved

Use the information below for ideas on how to help spread the message of World Skin Health Day 2022 and keep an eye on our social media channels to see what we're up to!

If you have questions, please get in touch by emailing worldskinhealthday@dermcoll.edu.au

- Step 1:** Select one of the images in this guide (see next page) to use on your social media
- Step 2:** Select one of the suggested World Skin Health Day *Caring for the Skin You're In* campaign messages in this guide as text for the image.
- OR**
- Write your own story/advice as text for the image to inspire others.
- 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 2022 hashtag
[#worldskinday](#) [#skinyourein](#)
- Step 5:** Re-share or re-tweet the posts from friends, colleagues and other organisations by searching for hashtags
[#worldskinday](#) [#skinyourein](#)

! Please do not release these images before 14 October 2022

Suggested Text – Facebook, LinkedIn, Instagram

ACD is celebrating World Skin Health Day with the launch of *Caring for the Skin You're In* podcasts to encourage culturally and linguistically diverse Australians affected by skin, hair and nail conditions to reach out for help. Developed in partnership with Speak My Language (Disability), the podcasts feature interviews with dermatologists in eight languages.

Listen to the podcast in your preferred language at
[https://www.dermcoll.edu.au/world-skin-health-day-2022/
#worldskinday #skinyourein](https://www.dermcoll.edu.au/world-skin-health-day-2022/#worldskinday #skinyourein)

Living with skin, hair and nail conditions can be challenging. Finding the best possible treatment and support can make a huge difference. Yet fear of stigma, social isolation, language and cultural barriers mean people from culturally and linguistically diverse backgrounds can face additional challenges accessing help. In new community language podcasts from ACD and *Speak My Language (Disability)*, dermatologists discuss how to access reliable information, help and support.

Listen to the *Caring for the Skin You're In* podcast in your preferred language at [https://www.dermcoll.edu.au/world-skin-health-day-2022/
#worldskinday #skinyourein](https://www.dermcoll.edu.au/world-skin-health-day-2022/#worldskinday #skinyourein)

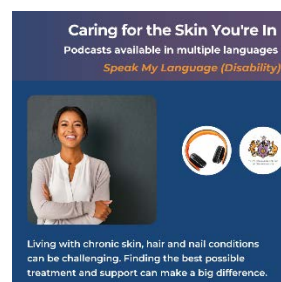
ACD's *Caring for the Skin You're In* podcasts, developed in partnership with Speak My Language (Disability) discuss the impact of skin, hair and nail conditions, and how to access reliable information and support. Podcasts feature interviews with dermatologists in English, Cantonese, Korean, Spanish, Hindi, Arabic, Turkish and Persian,

To listen, visit [https://www.dermcoll.edu.au/world-skin-health-day-2022/
#worldskinday #skinyourein](https://www.dermcoll.edu.au/world-skin-health-day-2022/#worldskinday #skinyourein)

Going for an appointment with your dermatologist? Remember, it's OK to ask questions. Listen to ACD's *Caring for the Skin You're In* podcasts, developed in partnership with Speak My Language (Disability) for tips on how to prepare for your appointment. Podcasts available in eight languages.

Listen in your preferred language here:
[https://www.dermcoll.edu.au/world-skin-health-day-2022/
#worldskinday #skinyourein](https://www.dermcoll.edu.au/world-skin-health-day-2022/#worldskinday #skinyourein)

Suggested Image



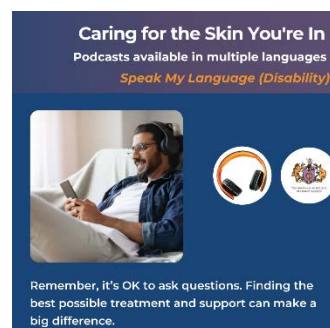
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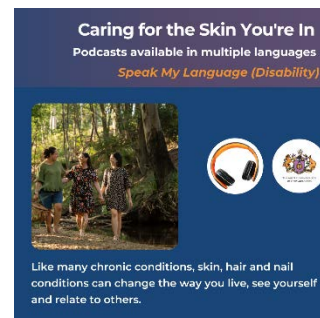


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Dermatologists understand how challenging skin, hair and nail conditions can be, changing the way people live their lives. This World Skin Health Day, ACD in partnership with Speak My Language (Disability) are launching a new podcast in eight languages to encourage all Australians to reach out for help.

Listen in your preferred language here:

<https://www.dermcoll.edu.au/world-skin-health-day-2022/> #worldskinday #skinyourein



[Download Image](#)

Suggested Text – Twitter

Launching today ACD's new Caring for the Skin You're In community language podcasts, developed in partnership with Speak My Language (Disability), feature interviews with dermatologists on how to access help and support. <https://www.dermcoll.edu.au/world-skin-health-day-2022/>

#worldskinday #skinyourein

Suggested Image

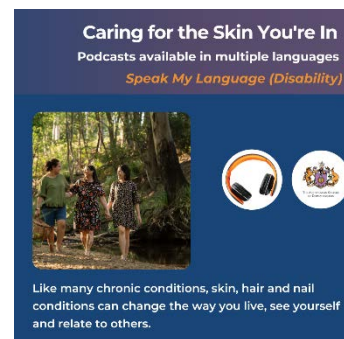


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ACD's new podcasts, developed in partnership with Speak My Language (Disability) aim to encourage Australians from culturally and linguistically diverse backgrounds to seek help for chronic skin conditions. Available in 8 languages.

<https://www.dermcoll.edu.au/world-skin-health-day-2022/>

#skinyourein

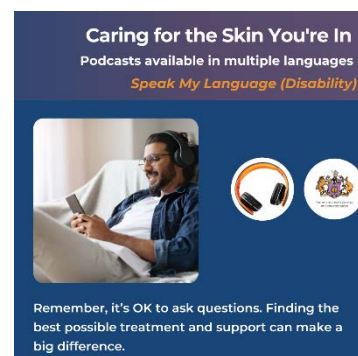


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Remember, it's OK to ask questions. Listen to ACD's Caring for the Skin You're In podcasts, developed in partnership with Speak My Language (Disability) for tips on how to prepare for your dermatology appointment.

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#worldskinday #skinyourein



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