



Social Media Toolkit

Thank you for joining us in promoting the fourth annual Genetic Counselor Awareness Day, celebrating genetic counselors on social media and promoting H.R. 3235, the Access to Genetic Counselor Services Act. Feel free to use the below social media content on your channels. For accompanying visuals, please download our social media graphics or share photos of genetic counselors. Remember to use #IAmAGeneticCounselor in honor of the awareness day.

Sample Facebook Posts

Join me on Genetic Counselor Awareness Day, November 12, in celebrating the crucial role genetic counselors play in people's healthcare – from helping them better understand the genetic testing process, to identifying key information in their family health history, to supporting them through an important medical decision. Learn more: <http://bit.ly/2VRanJa> #IAmAGeneticCounselor

The future of healthcare is personalized, and genetic counselors are at the forefront of this evolution. Learn more about the profession that helps personalize patient care this Genetic Counselor Awareness Day: <http://bit.ly/2VRanJa> #IAmAGeneticCounselor

Happy Genetic Counselor Awareness Day! Today I celebrate my fellow genetic counselors and the work they do in clinics, labs, hospitals and research to help people better understand their health, make informed healthcare decisions and shape the future of personalized medicine. <http://bit.ly/2VRanJa> #IAmAGeneticCounselor

In honor of Genetic Counselor Awareness Day, learn more about my fellow medical professionals who see patients, work in labs and make discoveries to help individuals and families better understand how their genetics can affect their health: <http://bit.ly/2VRanJa> #IAmAGeneticCounselor

On Genetic Counselor Awareness Day, November 12, celebrate the crucial role genetic counselors play in patient's healthcare by supporting the "Access to Genetic Counselor Services Act" (H.R. 3235). This bill would authorize CMS to recognize certified genetic counselors as healthcare providers. Learn more about how you can support: <http://bit.ly/35zfpji> #IAmAGeneticCounselor

#IAmAGeneticCounselor and this Genetic Counselor Awareness Day, I'm supporting the "Access to Genetic Counselor Services Act" (H.R. 3235). If passed, this bill would allow CMS to recognize certified genetic counselors as healthcare providers which would improve the quality of patients' healthcare and reduce the costs of genetic services. Learn more about the bill and how you can support: <http://bit.ly/35zfpji>

Sample Tweets

DYK genetic counselors work in clinics, labs, hospitals and research to make a difference in personalized medicine? Learn more: <http://bit.ly/2BaNBCv> #IAmAGeneticCounselor #GCchat

On Nov. 12 we celebrate the fourth annual Genetic Counselor Awareness Day. Retweet if you're proud to be a genetic counselor! #IAmAGeneticCounselor #GCchat

Genetic Counselor Awareness Day

Brought to you by

National Society of
Genetic
Counselors

#IAmAGeneticCounselor



Partners in Your Genetic Health Care

November 12, 2020



#IAmAGeneticCounselor and I'm proud to make a difference in patients' health every day! Learn more: <http://bit.ly/2Mfvb9Q> [hands raised emoji] #GCchat

"Genetic counselor" says it all. We receive training in medical genetics AND counseling to guide and support people in their personal health journey. Learn more: <http://bit.ly/2BaNBCv>
#IAmAGeneticCounselor #GCchat

Sample Tweets in Support of H.R. 3235

On Nov. 12 we celebrate Genetic Counselor Awareness Day. Help advance the profession by supporting #HR3235, a bill that would authorize certified genetic counselors as healthcare providers. Retweet if you're proud to be a GC! <http://bit.ly/35zfGkO> #IAmAGeneticCounselor #GCchat

#IAmAGeneticCounselor and I'm proud to support #HR3235, the "Access to Genetic Counselor Services Act" which would authorize CMS to recognize certified genetic counselors as healthcare providers. Learn more: <http://bit.ly/35zfGkO> #GCchat [hands raised emoji]

COVID-19 has created additional barriers for patients to access genetic counselors. Learn more about #HR3235, which would ensure #Medicare patients receive genetic counseling services, saving money and improving health outcomes: <http://bit.ly/35zfGkO> #GCchat

Tweet @ Congress Members:

Thank you [insert Congress member handle] for supporting #HR3235 and helping to ensure patients receive access to comprehensive genetic counseling services! #GCchat

Tweet at: @RepFinkenauer, @RepCindyAxne, @chelliepingree, @RepDerekKilmer, @RepTrey, @gracenapolitano, @RepRutherfordFL, @PeterWelch, @RepDavidEPrice, @RepZoeLofgren, @RepHarley, @RepTerriSewell, @RepDaveJoyce, @RepSwalwell, @RepBrianFitz, @RepSteveStivers, @RepPeteKing, @MikeKellyPA @RepLBR

Tweet @ organizations who have signed on in support of H.R. 3235:

Thank you [insert organization handle] for supporting #HR3235 and recognizing the need for #Medicare beneficiaries to have access to genetic counselors so they can make the right decisions about their care! #GCchat

For a complete list of supporting organizations, click [here](#).

*Tweet @ organizations who have **not** signed on in support of H.R. 3235:*

[Insert organization handle] #Geneticcounselors play a very significant role in educating #Medicare beneficiaries and their families about their genetic risk. Help us encourage @CMS to recognize genetic counselors by signing the #HR3235 Letter of Support: <https://bit.ly/30Rm1Y7>