



Don't Fool Around With Syphilis

Social media content

The Australian Government has launched a [national campaign](#) to raise awareness of the sexually transmissible infection (STI) syphilis and the current outbreak happening across Australia.

It is important to ensure that the public are aware of the health risks syphilis poses and steps they can take to reduce their risk, especially in populations where there is an increased risk. The campaign is targeted at women of childbearing age, men who have sex with men, and those residing in outbreak areas (including Aboriginal and Torres Strait Islander communities).

To help you in using the creative materials provided as part of the stakeholder kit, this document provides suggested social media content you can tailor for your channels. Keep us posted with how you use these materials in your organisation and tag @healthgovau.

Facebook

Sample posts:

Don't fool around with syphilis! It's a serious sexually transmissible infection that can affect your whole body. If you're pregnant, early testing is extra important to ensure you don't pass syphilis onto your baby.

Remember, people don't always get symptoms so they don't always know they have it. Look out for sores or ulcers, rashes, muscle and joint aches, headaches and fatigue.

Find out how to protect you and your partner: www.health.gov.au/syphilis

- Getting syphilis could break your heart... and your liver, lungs and brain. It's a serious sexually transmissible infection and cases are on the rise in Australia. Don't fool around with syphilis.

Find out how to protect you and your partner: www.health.gov.au/syphilis

- Don't fool around with syphilis! It's can be cured but, if left untreated, can lead to serious health complications. Here are 3 things you can do now to help protect you and your sexual partner from getting syphilis:
 - 1 - practise safe sex
 - 2 - avoid sexual activity if you're unwell
 - 3 - get regular sexual health tests.

Learn about the current outbreak happening across Australia www.health.gov.au/syphilis

- You might have heard of the sexually transmissible infection called syphilis... But what you might not know is there's currently a syphilis outbreak across Australia. Find out how to protect you and your community: www.health.gov.au/syphilis

Learn more at health.gov.au/syphilis



Australian Government
Department of Health

DON'T FOOL AROUND WITH SYPHILIS.

Instagram

Sample posts:

- Don't fool around with syphilis! It can be cured but, if left untreated, can lead to serious health complications. Stay safe, get tested and have regular health checks. Visit health.gov.au/syphilis to learn more #DontFoolAroundWithSyphilis #SexualHealth #STIs #SyphilisOutbreak #SafeSex

Visit health.gov.au/syphilis

- You can have syphilis without showing any symptoms – people often don't realise they have it! So it's important you (and your sexual partners) get tested regularly. Visit health.gov.au/syphilis to learn more #DontFoolAroundWithSyphilis #SexualHealth #STIs #SyphilisOutbreak #SafeSex

Visit health.gov.au/syphilis

- There is an outbreak of the sexually transmissible infection called syphilis happening across Australia right now. Don't fool around with syphilis. Practise safe sex and get regular sexual health tests to reduce your risk of getting an STI. Visit health.gov.au/syphilis to learn more #DontFoolAroundWithSyphilis #SexualHealth #STIs #SyphilisOutbreak #SafeSex

Visit health.gov.au/syphilis

- If you're pregnant or planning pregnancy, ask for an STI test at your next health care appointment. Early testing is important to ensure you don't pass syphilis onto your baby. Visit health.gov.au/syphilis to learn more #DontFoolAroundWithSyphilis #SexualHealth #STIs #SyphilisOutbreak #SafeSex

Visit health.gov.au/syphilis

Twitter

Sample posts:

- There is an outbreak of the sexually transmissible infection called syphilis happening across #Australia right now. Practise #SafeSex & get regular sexual health tests. #DontFoolAroundWithSyphilis www.health.gov.au/syphilis
- Don't fool around with #syphilis. Practise #SafeSex, avoid sexual activity if you're unwell & get regular sexual health tests. Learn about the current outbreak happening across #Australia www.health.gov.au/syphilis
- You might have heard of the sexually transmissible infection called syphilis... But what you might not know is there's currently a syphilis #outbreak across #Australia. Find out how to protect you & your community www.health.gov.au/syphilis

Learn more at health.gov.au/syphilis



Australian Government
Department of Health