

## IN OUR DNA SC APPROVED MESSAGING

Due to the research study nature of the In Our DNA SC project, specific language has been approved for use. If you plan to distribute any messages about In Our DNA SC via your organization's platforms the approved language included in this resource is the only messaging that can be used without prior approval from the In Our DNA SC team. **The following language may ONLY be copied and pasted. Any images supplied in the toolkit may be used within the appropriate format. If you have any questions or need specific language, please email [InOurDNASC@musc.edu](mailto:InOurDNASC@musc.edu).**

### Social Media Language

**The following language may ONLY be copied and pasted. Do not alter.**  
**Any images supplied in the toolkit may be used within the appropriate format.**

Channel	Message
Instagram Post	What can your genes tell you about your health? Join MUSC's In Our DNA SC community health research program to learn more. <a href="#">In Our DNA SC   MUSC   Charleston, SC</a>
Instagram Story	What can your genes tell you about your health? Join MUSC's In Our DNA SC community health research program to learn more. <a href="#">In Our DNA SC   MUSC   Charleston, SC</a>
LinkedIn	Play a part in helping us build a healthier future for you and your community. Join MUSC's In Our DNA SC to help improve access to personalized health care and support new research discoveries in our community. <a href="#">In Our DNA SC   MUSC   Charleston, SC</a>
Twitter Post 1	Play a part in helping us build a healthier future for you and your community. Join MUSC's In Our DNA SC to help improve access to personalized health care and support new research discoveries in our community. Learn more at <a href="#">In Our DNA SC   MUSC   Charleston, SC</a>

<p><b>FB Post 1</b></p>	<p>Play a part in helping us build a healthier future for you and your community. Join MUSC’s In Our DNA SC to help improve access to personalized health care and support new research discoveries in our community. Learn more at <a href="#">In Our DNA SC   MUSC   Charleston, SC</a></p>
<p><b>General Social Media 1</b></p>	<p>Have you heard about MUSC’s community health research project, #InOurDNASC? Find out how DNA affects your health at no cost to you — learn more at the link in our bio! <a href="#">inourdnasc.org</a></p>
<p><b>General Social Media 2</b></p>	<p>#InOurDNASC, MUSC’s community research project, can help you learn how DNA affects your health. At no cost to you, your DNA sample will be screened for three conditions that can be passed down in families and may put you at a higher risk for certain cancers and heart disease. Learn more and sign up here: <a href="#">inourdnasc.org</a></p>
<p><b>General Social Media 3</b></p>	<p>Want to support new research discoveries for our community while learning about how your DNA affects your health? Join #InOurDNASC, a new community health research project launched by MUSC! Learn more and sign up here: <a href="#">inourdnasc.org</a></p>
<p><b>General Social Media 4</b></p>	

	<p>What did you inherit? #InOurDNASC, the large-scale research program, is designed to improve health care outcomes by integrating genetic insights into clinical care and research. Find out more here: <a href="http://inourdnasc.org">inourdnasc.org</a></p>
<p><b>General Social Media 5</b></p>	<p>What is #InOurDNASC? It's a large-scale community health research project investigating how DNA impacts health, with a broader goal of learning how to offer more personalized health care to our patients and community. Be a part of something that benefits both you and those around you! Learn more and join here: <a href="http://inourdnasc.org">inourdnasc.org</a></p>
<p><b>General Social Media 6</b></p>	<p>We are still learning how DNA impacts health, and the insights we learn from studies like #InOurDNASC will help us provide more personalized health care for our patients and community. Join the MUSC-led community health research project here: <a href="http://inourdnasc.org">inourdnasc.org</a></p>
<p><b>General Social Media 7</b></p>	<p>Have you heard about MUSC's community health research project, #InOurDNASC? Find out how DNA affects your health at no cost to you — learn more at the link in our bio! <a href="http://inourdnasc.org">inourdnasc.org</a></p>
<p><b>General Social Media 8</b></p>	<p>#InOurDNASC, MUSC's community research project, can help you learn how DNA affects your health. At no cost to you, your DNA sample will be screened for three conditions that can be passed down in families and may put you at a higher risk for certain cancers and heart disease. Learn more and sign up here: <a href="http://inourdnasc.org">inourdnasc.org</a></p>

<p><b>General Social Media 9</b></p>	<p>Want to support new research discoveries for our community while learning about how your DNA affects your health? Join #InOurDNASC, a new community health research project launched by MUSC! Learn more and sign up here:  <a href="http://inourdnasc.org">inourdnasc.org</a></p>
<p><b>General Social Media 10</b></p>	<p>What did you inherit? #InOurDNASC, the large-scale research program, is designed to improve health care outcomes by integrating genetic insights into clinical care and research. Find out more here:  <a href="http://inourdnasc.org">inourdnasc.org</a></p>
<p><b>General Social Media 11</b></p>	<p>What is #InOurDNASC? It's a large-scale community research project investigating how DNA impacts health, with a broader goal of learning how to offer more personalized health care to our patients and community. Be a part of something that benefits both you and those around you! Learn more and join here:  <a href="http://inourdnasc.org">inourdnasc.org</a></p>
<p><b>General Social Media 12</b></p>	<p>We are still learning how DNA impacts health, and the insights we learn from studies like #InOurDNASC will help us provide more personalized health care for our patients and community. Join the MUSC-led community health research project here:  <a href="http://inourdnasc.org">inourdnasc.org</a></p>

## Messaging and Language for Additional Platforms

**The following language may ONLY be copied and pasted. Do not alter.**  
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### Generic

**Subject Header:** The In Our DNA SC community health research project at MUSC is now open for all South Carolinians

**Message Body:**

The goal of this project is to improve access to health care designed for you and to support new research discoveries. If you participate, you and your doctor will receive free, confidential results about your genetic risk for certain cancers and heart disease. This information could improve health care for you, your family, and our community.

In Our DNA SC will look at how your DNA affects your health. It may also help improve access to personalized health care and support new research discoveries for our community. You can visit the In Our DNA SC webpage ([inourdnasc.org](http://inourdnasc.org)) for details on how to enroll, participate and schedule your appointment for sample collection. Have questions about the project or how to participate? Contact [inourdnasc@musc.edu](mailto:inourdnasc@musc.edu) or call 843-876-0582.

### Text Message

The In Our DNA SC community health research project at MUSC is now open for all of South Carolinians. The project offers free, confidential results about your genetic risk for certain cancers and heart disease. You can visit the In Our DNA SC webpage ([inourdnasc.org](http://inourdnasc.org)) for details on how to enroll, participate and schedule your appointment for sample collection. Questions? Call 843-976-0582.

### Community Newsletter

Below are a series of messages that can be used to share information about the In Our DNA SC community health research program via newsletters or other communication channels.

**Message 1**

***What can your genes tell you about your health? Join MUSC's In Our DNA SC program to learn more***

In Our DNA SC is a new community health research program at MUSC. The goal of this program is to improve access to health care designed for you and to support new research discoveries. This information could improve health care for you, your family, and our community. This program is available at no cost to participants. To learn more and sign up to participate, visit the [In Our DNA SC](http://inourdnasc.org) website.

## Message 2

### ***Learn about MUSC's In Our DNA SC program***

In Our DNA SC is a community health research program launched by MUSC. The program will look at how your DNA affects your health. It may also help improve personalized health care and support new research discoveries for our community. This program is available at no cost to participants. To learn more and sign up to participate, visit the [In Our DNA SC](#) website.

## Message 3

### ***In Our DNA SC program available to all South Carolinians***

In Our DNA SC is a community health research program launched by MUSC. The program will look at how your DNA affects your health. It may also help improve personalized health care and support new research discoveries for our community. This program is available at no cost to participants. To learn more and sign up to participate, visit the [In Our DNA SC](#) website.