Academy of General Dentistry Foundation

30 Days, 30 Mouths Social Media Toolkit — November 2026

About the Campaign

The Academy of General Dentistry Foundation (AGD Foundation) is launching 30 Days, 30 Mouths, a November social media campaign, designed to raise awareness of oral cancer and encourage dental professionals to make oral cancer screening and education part of their everyday practice.

Throughout November, the AGD Foundation will highlight approximately 30 oral cancer screenings, awareness videos, tips, and stories on Instagram. The campaign is intended to be simple and accessible, with participants able to create a brief smartphone video rather than a polished or highly produced Reel.

How to Participate

Participation is limited to the **first 30 participants**.

Dental professionals can participate in one of two ways:

Option 1: Post on your own social media

- Record a short video about oral cancer screening or awareness.
- Post it to your Instagram account.
- Tag **@agd_foundation**.
- Use the campaign hashtags below.

Option 2: Send your video to the AGD Foundation

- Record a brief video using your smartphone.
- Upload your video to the **dedicated 30 Days, 30 Mouths Google Drive folder:** https://drive.google.com/drive/folders/1j6u9GLLLfPzXk0RnL665lVYk22L1KuSM?usp=sharing
- **Be sure to identify yourself** either in the video (by stating your name/practice) **or by emailing admin@AGDFoundation.org** after uploading your video and letting us know that you submitted it.
- The Foundation will share your video on its social media and tag you or your practice when appropriate.

Videos should be brief, informal and easy to produce. Smartphone/iPhone-quality video is completely acceptable.

What Can I Share?

Participants can choose from several types of content, including:

- 🦷 A brief demonstration of an oral cancer screening — **with appropriate patient consent**
- 💬 A quick oral cancer awareness or screening tip
- 🎥 A short message explaining why oral cancer screening matters
- ❤️ An oral cancer survivor story
- 👩‍⚕️ A brief message encouraging patients to talk with their dental professional about screening

AGD Foundation Social Media Handles

Please make sure you tag the **AGD Foundation**, not AGD.

Instagram: @agd_foundation
Facebook: Academy of General Dentistry Foundation
X: @Foundation_AGD
LinkedIn: Academy of General Dentistry Foundation

Suggested Hashtags

#30Days30Mouths
#AGDFoundation
#OralCancerAwareness
#OralCancerScreening
#GetScreened
#HeadandNeckCancerAwarenessMonth

Suggested Video Scripts

Script 1 — Screening

"As dental professionals, we have an important opportunity to identify potential signs of oral cancer. Today, I'm sharing why regular oral cancer screenings are an important part of comprehensive dental care."

Script 2 — Quick Tip

"Did you know that oral cancer screening is an important part of routine dental care? Take a moment to talk with your dental professional about oral cancer screening and what you can do to protect your oral health."

Script 3 — Why I Screen

"I screen for oral cancer because early detection can make a difference. Every patient deserves an oral cancer screening as part of their dental care."

Script 4 — Personal Message

"As a dental professional, I believe oral cancer awareness starts with conversations. This November, I'm joining the AGD Foundation's 30 Days, 30 Mouths campaign to help raise awareness and encourage more people to get screened."

Suggested Social Media Captions

1. Campaign Participation

🦷 **I'm joining the AGD Foundation's 30 Days, 30 Mouths campaign!**

This November, I'm helping raise awareness about oral cancer and the importance of regular oral cancer screenings.

Join me and the Academy of General Dentistry Foundation in spreading the word and encouraging more people to get screened.

Tag **@agd_foundation** and use #30Days30Mouths to take part!

#AGDFoundation #OralCancerAwareness #OralCancerScreening #GetScreened

2. Screening Focus

Oral cancer screening is an important part of comprehensive dental care. 🦷

This November, I'm joining the AGD Foundation's **30 Days, 30 Mouths** campaign to help raise awareness about oral cancer and encourage conversations about screening.

Share your own message and tag **@agd_foundation**!

#30Days30Mouths #OralCancerAwareness #AGDFoundation #GetScreened

3. Simple & Personal

Why do I screen for oral cancer?

Because awareness matters. Early detection matters. And every patient deserves the opportunity to receive an oral cancer screening.

This November, I'm proud to participate in the AGD Foundation's **30 Days, 30 Mouths** campaign.

#30Days30Mouths #AGDFoundation #OralCancerAwareness

Ready to Participate?

The Foundation is looking for the **first 30 dental professionals** to participate in 30 Days, 30 Mouths this November.

Record a short video and share it on social media, or send your video to **admin@AGDFoundation.org** and let the Foundation share it for you.

Help us fill November with 30 voices raising awareness about oral cancer.

Questions?

Contact the Academy of General Dentistry Foundation at **admin@AGDFoundation.org**.