



Community Awareness Campaign

The specialist is here.

The doctor is here.

The patient lives here.



2013 SOCIAL MEDIA KIT

Let's get them all connected.

WEEK ONE NOVEMBER 18-24

HEALTHCONNECT is excited to launch our first community awareness social media campaign in association with local community partners. We appreciate your support as we get the word out about the regional health information network to the nearly seven million people in our service area many of whom rely upon you for their care and who may also look to your organization as a vital source of health information. Your support means a great deal to us and one of the key aims of our campaign is to applaud the leadership of your organization in supporting this collaborative effort from the beginning. Together we are building a network that promises to serve virtually everyone in our community.



INSTRUCTIONS GETTING STARTED

Over the next five weeks Healthconnect will send weekly files containing messages and images which you could share over Facebook and Twitter. These messages will be aimed at helping patients of the Southeast Texas region understand more about the regional health information network (HIN). We intended these as sample posts, which you may use verbatim or edit to best accompany your own social media strategy. Included below are recommendations for posting and sharing these messages.

WHEN SHOULD I POST?

Social Media messages are planned to go out weekly, anywhere from one to three times a week. You will receive the new week's packet on Monday morning to use throughout the week as appropriate. We recommend that you schedule these messages to go out at times that you have found to be successful with previous posts or tweets. For example, if you normally send out Twitter tweets or Facebook messages around 10:00 am, please continue to include these in your normal schedule.

HOW TO POST

Healthconnect has provided message content for you in this PDF and will continue to do so for each week. Community partners are welcome to modify these messages as they see fit. If you plan on using our messages, simply copy the text from this document and paste it into the text boxes on Facebook or Twitter. Before sharing please be sure to upload the attached video or image if applicable.

ADDING YOUR ORGANIZATION'S LOGO TO OUR IMAGES

Logos can be easily added with any photo editing software. To maintain a uniform image, please size your organization's logo to no larger than 400 pixels wide. Be sure to save as a jpeg file to ensure a quality image will be posted with your message.

EXAMPLE IMAGE



IMAGE AND VIDEO LINKS

Included with each message is a video or image to further engage patients and community members. These images and videos are accessible for download through the Healthconnect web page, linked on the following page.

FEEDBACK AND SPONTANEITY

We decided to send the suggested content out on a weekly basis to keep the campaign organic and flexible. If you have any suggestions or ideas during the next six weeks we would love to hear your feedback.

SOCIAL MEDIA CAMPAIGN OVERVIEW

WEEK ONE INTRODUCING HEALTHCONNECT

Message: Healthconnect and area healthcare organizations are working together to launch the regional health information network.

Goal: Introduce Healthconnect as the regional health information network.

WEEK TWO WHAT IS A HEALTH INFORMATION NETWORK?

Message: A health information network connects providers across geography and organizational boundaries to ensure better coordination of care, patient safety and lower costs. Participation is their choice.

Goal: Inform community members about what a health information network is, how it works, and create positive attitudes about the network.

WEEK THREE HEALTH INFORMATION THAT FOLLOWS YOU

Message: Your health information can follow you wherever you go among participating providers in a 20 county region.

Goal: Describe the Healthconnect region.

WEEK FOUR HOW HEALTHCONNECT BENEFITS EVERYONE

Message: Healthconnect is a neutral collaborative organization and anyone receiving healthcare may benefit. Healthconnect services can help your doctors to provide safer, better coordinated care and even assist in avoiding costly and time consuming repeat tests.

Goal: Define Healthconnect services and how they benefit a patient. Provide relatable patient testimonials.

WEEK FIVE IS YOUR DOCTOR CONNECTED?

Message: Ask doctors if they are participating in Healthconnect.

Goal: Call to action: encourage patients to take action by communicating with their providers about Healthconnect. Highlight the leadership of those organizations already signed on.

WEEK ONE NOV 18–24: INTRODUCING HEALTHCONNECT

FACEBOOK

Message 1: A new regional health information network called Healthconnect will allow your health records to follow you within the 20 county region of Southeast Texas and beyond.

This is a community effort supported by leading healthcare organizations to extend coordinated care beyond the four walls of any single organization. It's a great step forward for safer, more efficient, quality healthcare. And remember participation is your choice!

Link: Click [here](#) to access photo from our website.

Message 2: Do you have 15 seconds? Perfect! That is just enough time to learn more about Healthconnect, your regional health information network.

Link: <http://on.fb.me/1f5tg11>

TWITTER

Message 1: We're connecting with @HealthconnectTX so you receive better coordinated care. Find out how at ghhconnect.org.

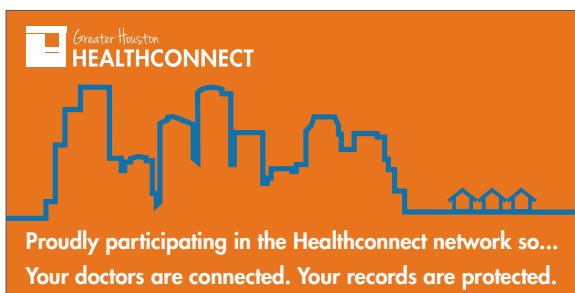
Link: <http://ghhconnect.org/#/info-for-patients>

Message 2: Do you have 15 seconds? Perfect! That's just enough time to learn more about @HealthconnectTX

Link: <http://on.fb.me/1f5tg11>

Words in orange should be updated before posting

FACEBOOK MESSAGE 1 IMAGE



MESSAGE 2 VIDEO

