

Accessing Hospital Services During COVID-19

Social Media Toolkit

Campaign Goal

The goal of this social media campaign is to increase the general public's awareness about seeking care during the COVID-19 pandemic. HASC created this toolkit and understands that recent conditions have altered the way people perceive current access to the health care system, hospitals in particular, but it's essential to remind them when to seek care. That is why HASC created this campaign — to ensure the general public understands hospitals are taking appropriate measures to ensure the community's safety during this pandemic. Below are sample materials to use with your networks to promote this campaign. Please feel free to adjust the copy to better suit your organization.

How Can You Help?

As a member and/or partner of HASC and part of the health care community, you play a crucial role in providing helpful resources that educate and guide people's health decisions. With the virus looming over us, it's important to share accurate information and collaborate to expand our reach and ensure patients receive these messages. We will take care of the content; all you need to do is share it with your communities via your social media platforms.

Other Ways to Support:

- Follow and tag HASC's social media accounts: [Twitter](#), [Facebook](#), and [LinkedIn](#).
- Re-share content directly from our social accounts onto yours.
- Share our campaign images and hashtags on your social media platforms. [\[CLICK HERE\]](#)

Sample Social Media Content:

- Your health is essential, even during a pandemic. Our hospital emergency departments are safe and prepared to handle emergencies as well as #COVID19 cases. If you're experiencing an emergency, don't delay care.



[\[Download\] Facebook High Resolution Image 1](#)

[\[Download\] Twitter High Resolution Image 1](#)

- Hospitals are implementing protocols that reduce commingling between COVID-19 patients and non-COVID-19 patients — ensuring patient safety.



[\[Download\] Facebook High Resolution Image 2](#)

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- People with chronic health conditions should continue to receive medical care to ensure maintenance of their conditions during this pandemic.



[\[Download\] Facebook High Resolution Image 3](#)
[\[Download\] Twitter High Resolution Image 3](#)

- Postponing or neglecting your health care can have short and long-term detrimental effects on your health. Stay healthy during this pandemic.



[\[Download\] Facebook High Resolution Image 4](#)
[\[Download\] Twitter High Resolution Image 4](#)

[Link to Toolkit Images: \[CLICK HERE\]](#)

Special Hashtag:

In an effort to add momentum to this campaign and allow members, partners and the general public to engage with us on social media, we've developed the following hashtag:

#YourHealthIsEssential

Please reference it after each social media post.

Other Hashtags to Use:

- #COVID19
- #FlattenTheCurve
- #COVID2019
- #HealthyLifestyle
- #Coronavirus
- #HealthCare

Hospitals have always had one goal in mind: to keep patients and staff safe and healthy. Help us leverage our voice, expand our reach and educate patients on their care by sharing parts of our toolkit on your platforms.

FOLLOW US:



Contact

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