



My SoCal Hospital Heroes Nominations Toolkit

CAMPAIGN GOAL

Southern California hospital workers care for communities 24/7, every day of the year. Their hard work, selflessness and compassion were never more visible than during the COVID-19 pandemic. But our hospital employees have served us since long before the pandemic began, and will continue being there whenever we need them. Yet even among this dedicated and caring group, a notable few go above and beyond — impacting and inspiring patients, colleagues and their communities with passion, creativity and dedication in their day-to-day work.

HASC created the annual My SoCal Hospital Heroes Awards last year to honor these standout employees of our member organizations. We want to remind our communities that hospitals and their staff are vital, and to encourage all of us to express appreciation for those employees who make a real difference through their work.

This social media toolkit aims to raise awareness of the 2024 awards and invite Southern Californians to nominate outstanding workers as Hospital Heroes. HASC will honor this year's awardees at the 2024 My SoCal Hospital Heroes Awards Gala on Saturday, Nov. 2. Learn more at https://hasc.org/heroes.

HOW YOU CAN HELP

As a member or partner of HASC and the health care community, we ask your help in sharing information on the awards with your staff and the public. To make this easy, we've put together suggested social media content that you can share online to promote the My SoCal Hospital Heroes Awards. Please use the graphics and sample messages as a starting point and feel free to modify them to reflect your specific organization.

THIS TOOLKIT INCLUDES:

- My SoCal Hospital Heroes Awards nomination poster (download)
- Social media graphics with sample captions (download)
- Online nomination form (share)

OTHER WAYS TO SUPPORT:

- Connect with HASC on social media: X, Facebook, Instagram and LinkedIn.
- Tag us when you post My SoCal Hospital Heroes material or related content.
- Share, retweet and repost awards campaign images, content and hashtags from HASC's social media accounts onto yours.

URL AND HASHTAG:

To help boost the My SoCal Hospital Heroes brand, add momentum and encourage members, partners and the public to submit nominations, please include the following URL and hashtag in your social media posts:

https://hasc.org/heroes #HospitalHeroesAwards

Other hashtags to help extend the campaign reach: #RecognizeExcellence #HospitalHeroes

Please help spread the word by sharing the toolkit content on your platforms. Let's show our appreciation for these special Hospital Heroes who are truly making an impact in their daily work.











NOMINATION POSTER

This 11" x 17" poster includes all the information for nominating Hospital Heroes and a QR code that takes users to the awards webpage. Please display the poster throughout your facilities, share the information with staff and post on your website and social media accounts.

Nominate your My SoCal Hospital Heroes Poster (download)







SOCIAL MEDIA GRAPHICS AND SAMPLE CAPTIONS

Sample captions:

Do you know a hospital staff member who goes above and beyond? Someone who's made a real difference for patients, colleagues and the community with their dedication and compassion? Nominate them as a Hospital Association of Southern California (HASC) My SoCal Hospital Hero! Submissions are due July 26, 2024.

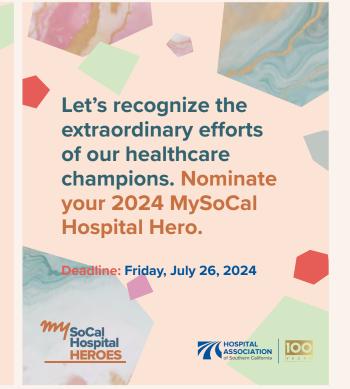
The awards will highlight the work of outstanding hospital workers in LA, Orange, Riverside, San Bernardino, Santa Barbara and Ventura counties. These staff, who can work in any area (clinical, administration, operations, volunteering and more), have notably impacted patients and coworkers. Awardees will be honored at the My SoCal Hospital Heroes Awards Gala, Saturday, Nov. 2, 2024. To learn more, visit https://hasc.org/heroes.



Social media carousel posts (download)







Social media carousel posts (download)











My SoCal Hospital Heroes Nominations Toolkit

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Online nominations form (visit page)

NOMINATION FORM

HASC hospital employees and community members may nominate heroes by using the online form at https://hasc.org/heroes or scanning the QR code below. Nominations can also be made by emailing this PDF form and supplemental materials to mschh@hasc.org. Please post the form to your website and/or social media, or link to the file at https://hasc.org/PDFnominations.



QR code to Online nominations page (download)



For toolkit questions, suggestions or comments, please contact:

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If you have issues accessing or downloading assets, please contact:

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