

National Hospital Week

Social Media Toolkit 2021



Campaign Goals

May 9-15, 2021 is a very special National Hospital Week. California hospitals have weathered what is likely the biggest challenge in their history, and the time is ripe for recognizing their accomplishments. The 185 HASC region hospitals and more than 400 hospitals across the state held firm in the face of overwhelming numbers, providing world-class care through a pandemic that generated more than 3.7 million cases.

Doctors, nurses, managers, allied professionals, and support staff were stretched to the limit – especially during the winter surge. Teams worked tirelessly and selflessly under intense pressure. Today, numbers are dramatically down and counties are moving to reopen restaurants, businesses, sporting events, parks, beaches, recreation areas and other amenities for a public hungry to explore, connect, hug and play.

This month, we're celebrating the ability to resume aspects of our lives that we desperately missed and are now able to enjoy, thanks to the heroic work of our hospitals and valued health care professionals.

Feelings of thanks and appreciation are widely felt toward hospital workers. To celebrate their accomplishments, HASC has created this National Hospital Week Social Media Toolkit. We have taken care of the content – all you need to do is share it on your social platforms.

By acting together, we can leverage our voices and underline the connection between hospitals and the gratitude all Southern Californians feel as they move toward more normal activities and lives.

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 spreading messages that recognize the work hospitals and their staff endured to get us to this present day. 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 HASC's [Twitter](#), [Facebook](#), and [LinkedIn](#). You can find HASC under **@SoCalHospitals**.
- Re-share content from our social media accounts onto yours.
- Tag HASC using **@SoCalHospitals**.
- Adapt our graphics to your brand.
- Share campaign images on your social media platforms.
- Apply the designated hashtags to join the community recognizing Hospital Week.

Hashtags

In an effort to add momentum to the campaign, please reference any of the following hashtags in your social media posts.

#HospitalWeek

- #NationalHospitalWeek
- #HospitalWeek2021
- #HealthCareHeroes
- #HealthCare

Access Toolkit Assets

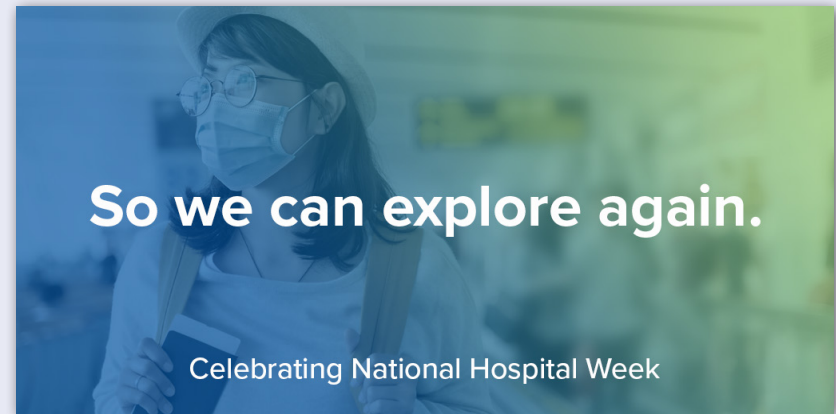
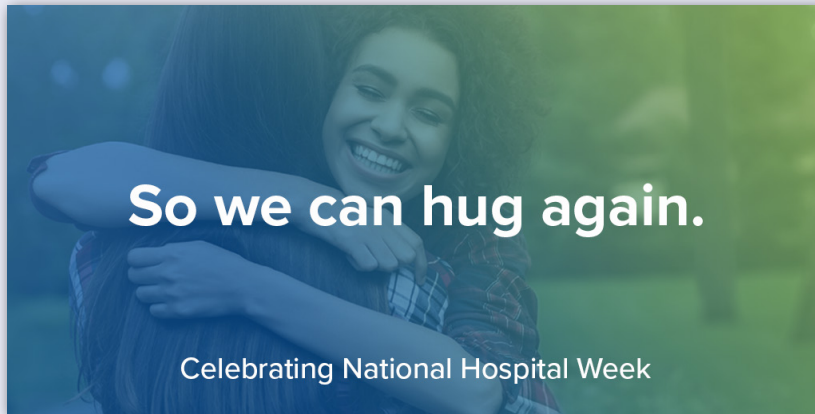
In this document, you'll find toolkit assets separated by social platform. However, all assets are centralized in one Dropbox folder.

You can access all assets using the following link:

[\[Click Here\] to Download All Toolkit Assets.](#)

Twitter Images

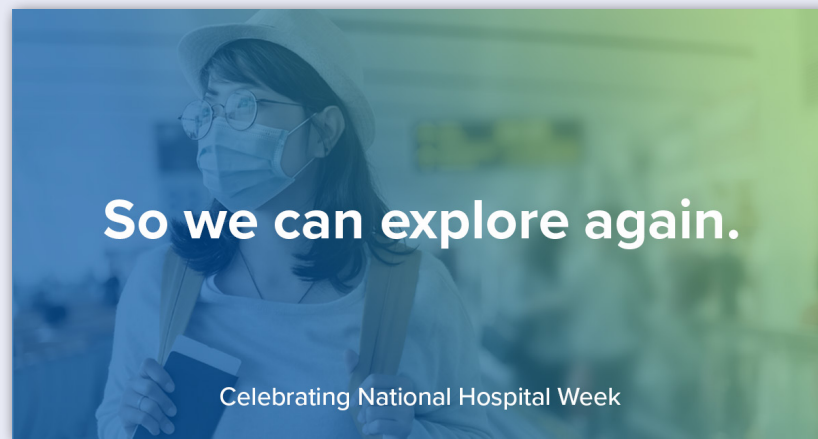
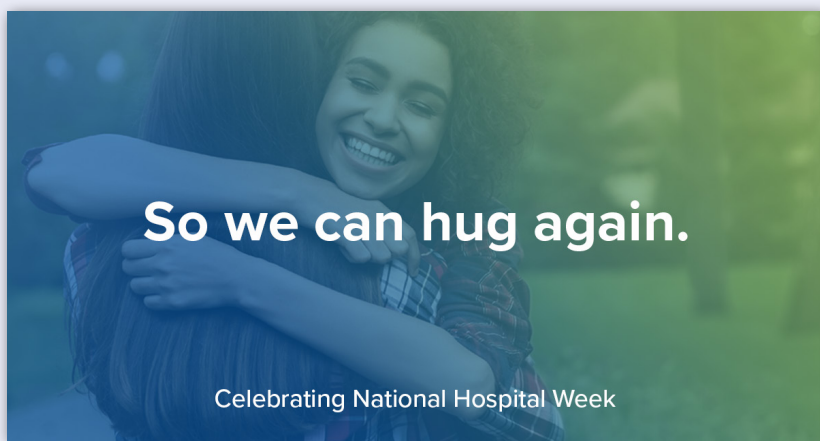
The following graphics have been sized to fit the Twitter in-stream photo dimensions (1024 x 512 pixels).



[\[Click Here\] to Download Twitter Images.](#)

Facebook / LinkedIn Images

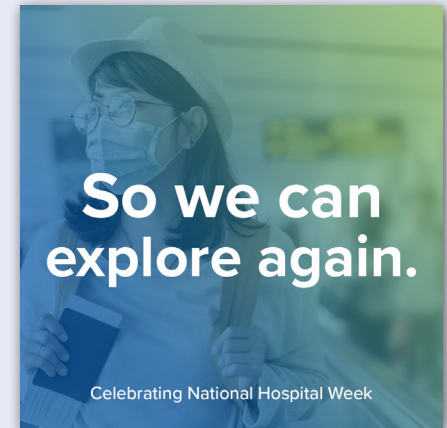
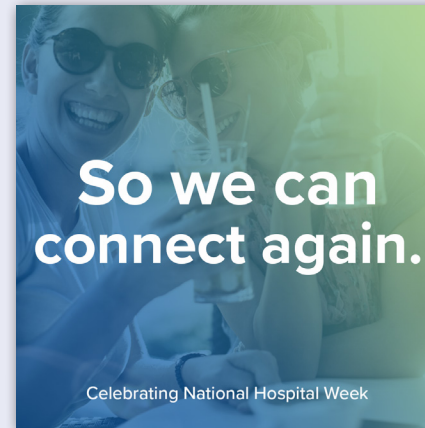
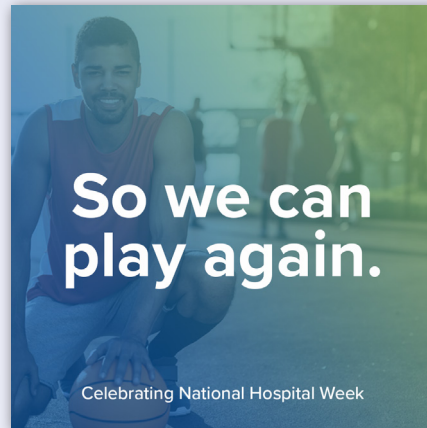
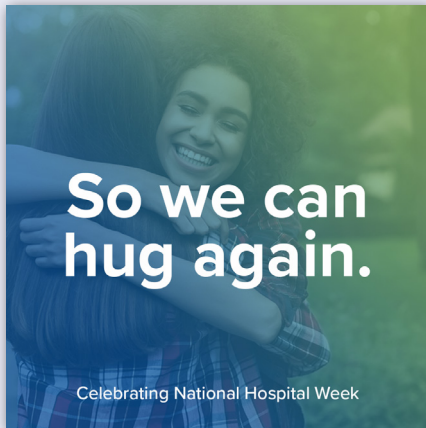
The following graphics have been sized to fit the Facebook in-stream photo dimensions (1200 x 630 pixels). These images can also be used for LinkedIn, since the in-stream photo dimensions are 1200 by 627 pixels.



[\[Click Here\] to Download Facebook/LinkedIn Images.](#)

Instagram Images

The following graphics have been resized to fit the Instagram in-stream photo dimensions (1080 x 1080 pixels).



[\[Click Here\] to Download Instagram Images.](#)

Social Media Messaging

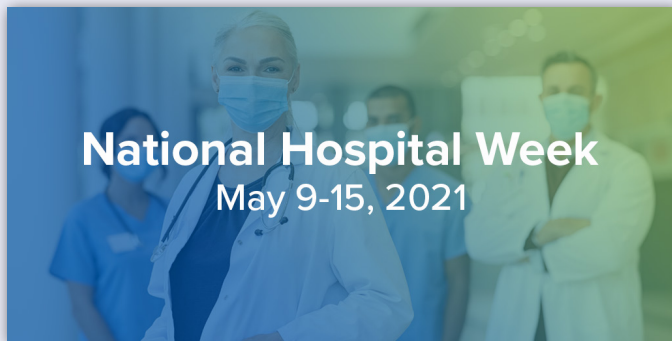
HASC has developed sample social media messages for you to copy and paste, or adjust as appropriate, onto your social media channels. Some hashtags have been incorporated, but feel free to mix and match copy with hashtags shared earlier in the toolkit.

- It's National #HospitalWeek! To all the health care professionals in our #hospitals and health systems across the nation: thank you for giving us hope during the pandemic.
- 2020 was challenging but we're finally seeing the light at the end of the tunnel. A taste of normalcy thanks to #healthcare professionals. #HospitalWeek
- Hospitals, health systems, and valued team members — we could not have done it without YOU. We are finally seeing the light at the end of the tunnel thanks to you.
- Hospitals, pandemic or not, cared for patients day in and day out. We recognize their sacrifice this National #HospitalWeek!
- Our hospitals and their staff members responded to #COVID19, so we can get back to doing what we love with the people we love. What are you excited to get back to?
- Healing inspires hope. That's what our member hospitals did during this pandemic. #HospitalWeek2021
- Thanks to the heroic work hospitals and their staff members did throughout the pandemic, we're now looking forward to brighter days.
- How can you participate in National #HospitalWeek? Share a video or message of what activities you're able to resume thanks to our #HealthCareHeroes. Don't forget to tag @SoCalHospitals!
- Take a moment today to thank your local #HealthCareHeroes and share how they've given you hope this year (don't forget to tag us so we can share!) #HospitalWeek

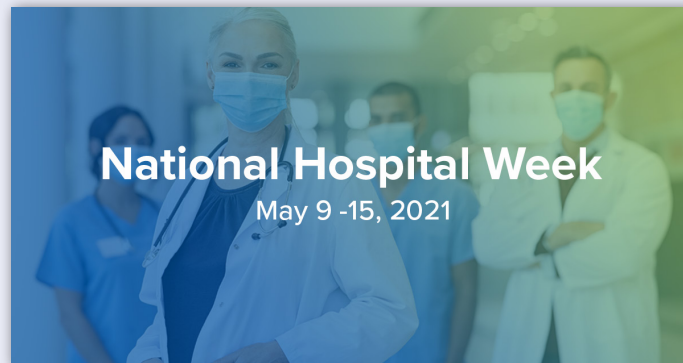
Awareness Graphics

The following graphics have been created to raise awareness about when Hospital Week is celebrated.

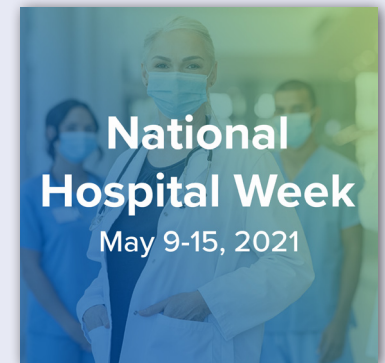
Twitter



Facebook / LinkedIn



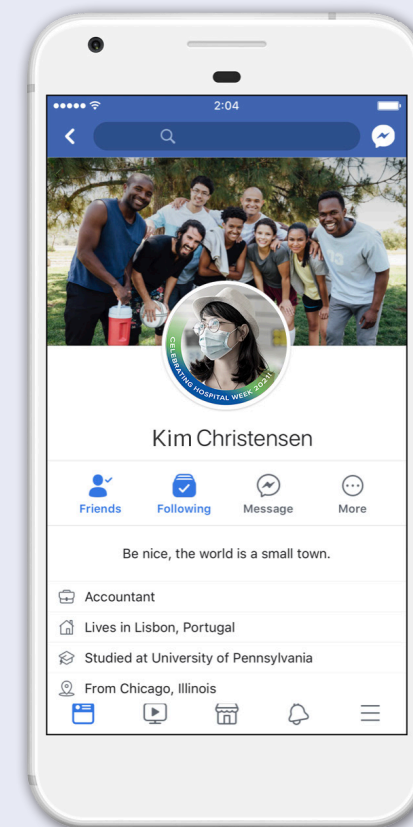
Instagram



[\[Click Here\] to Download Awareness Graphics.](#)

Profile Picture Frame

The following graphic has been made available through the HASC Facebook Business page. It will be available May 9-15, 2021. You can apply the filter from our business page, by using the direct link below or by downloading and overlaying the graphic on your profile picture and uploading it to your profile.



Name of Frame: Celebrating Hospital Week 2021

Effect By: Hospital Association of Southern California

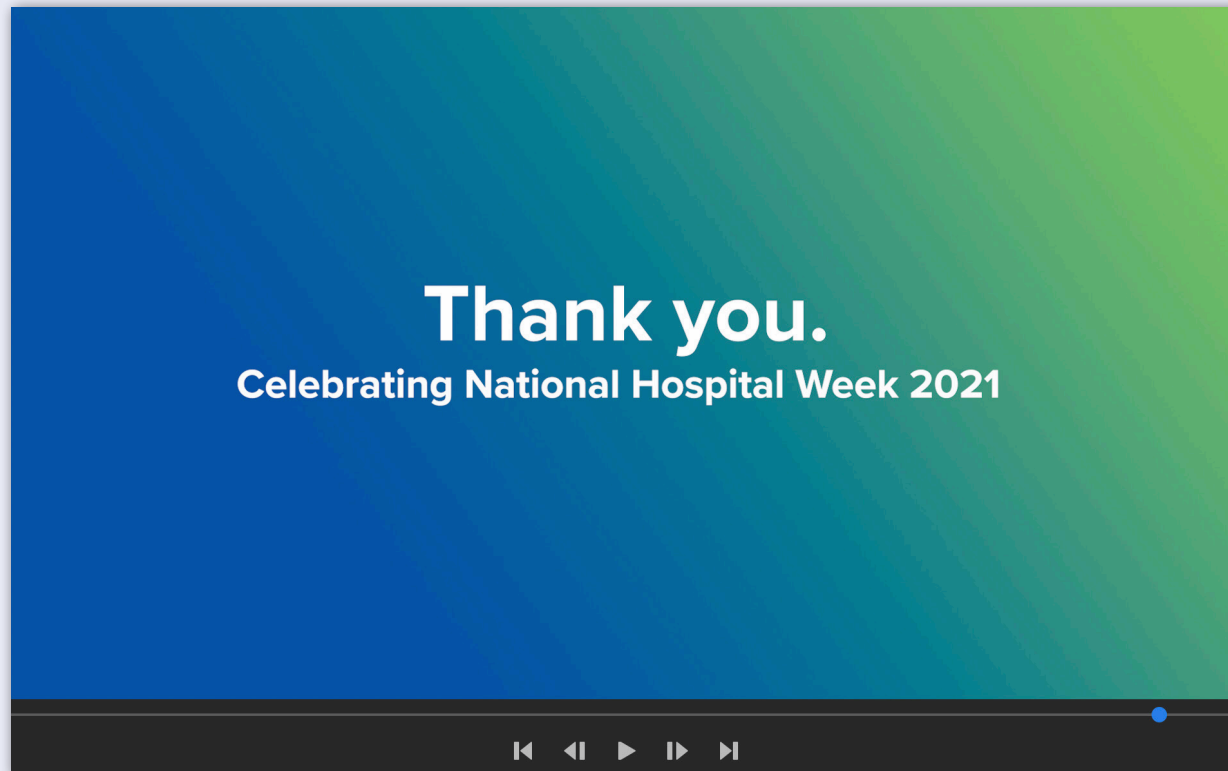
Direct URL: www.facebook.com/profilepicframes/?selected_overlay_id=152761946807132

[\[Click Here\]](#) to Download the Profile Picture Frame.

[\[Click Here\]](#) to Learn How to Apply the Frame to Your Profile Picture.

Animated Video

The following 12-second video has been created for easy, direct upload.



[\[Click Here\] to Download the Animated Video.](#)

Community Video

HASC asked the community to share their thoughts on the incredible work hospitals and their teams accomplished this pandemic. Here's a compilation of the responses we received from local elected officials, EMS agency partners, public health leaders and hospital leaders.



[\[Click Here\] to Download the Community Video.](#)

[\[Click Here\] to Share the Community Video YouTube Link.](#)

* The YouTube video will be available May 9, 2021, 7 A.M.

Contact

If you have questions or comments about this toolkit, contact:

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