



**my SoCal
Hospitals**

Vital to Our Communities

S O C I A L M E D I A T O O L K I T

CAMPAIGN GOAL

After two-plus years of caring for communities throughout the COVID-19 pandemic, California hospitals are now facing tremendous financial and staffing challenges. HASC developed the My SoCal Hospitals campaign to remind our communities that hospitals and their workers are vital, and to encourage everyone to support and express appreciation for them. As part of the campaign, this social media toolkit aims to raise awareness about all that hospitals have done, and continue to do, for Southern Californians – not only during crisis times, but every day, year in and year out.

HOW CAN YOU HELP?

As a member or partner of HASC and the health care community, you and your organization carry authority and can help influence public opinion by offering information and resources. Southern California hospitals have always been there for us, especially during the pandemic – caring for 250,000 COVID-19 patients in 2020 alone. Now many of them are struggling and their care staff are physically and emotionally exhausted. You can support our hospitals and frontline care workers by conveying their stories, sharing facts about their truly heroic work, and showing appreciation for all they do.

To make this easy, we've put together suggested social media content that you can share online to promote the My SoCal Hospitals campaign. 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:

- Campaign style guide
- Overview of MySoCalHospitals.org website
- Customizable social media graphics and suggested text
- Additional ready-to-use graphics
- Campaign launch and schedule

OTHER WAYS TO SUPPORT:

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

SPECIAL HASHTAG:

To bolster the My SoCal Hospitals brand, add momentum and enable members, partners and the public to engage with the campaign, please include the following hashtag in your social media posts:

#MySoCalHospitals

Other hashtags to help extend the campaign reach: **#Healthcare**
#HealthcareHeroes #Hospitals #SavingLives

Please help extend our campaign reach by sharing the toolkit content on your platforms. Let's show our SoCal hospitals and care staff that we stand with them – because they have been, and continue to be, there for us.



Proxima Nova (download font)

CAMPAIGN STYLE GUIDE

The font used for campaign materials is Proxima Nova. Please download and use the font in the supplied customizable graphics or to create your own.

Along with the main My SoCal Hospitals logo, we've developed a number of other treatments. Please feel free to use any of the following logos to create your own graphics.



Always here for us.

myNurse

myPediatrician

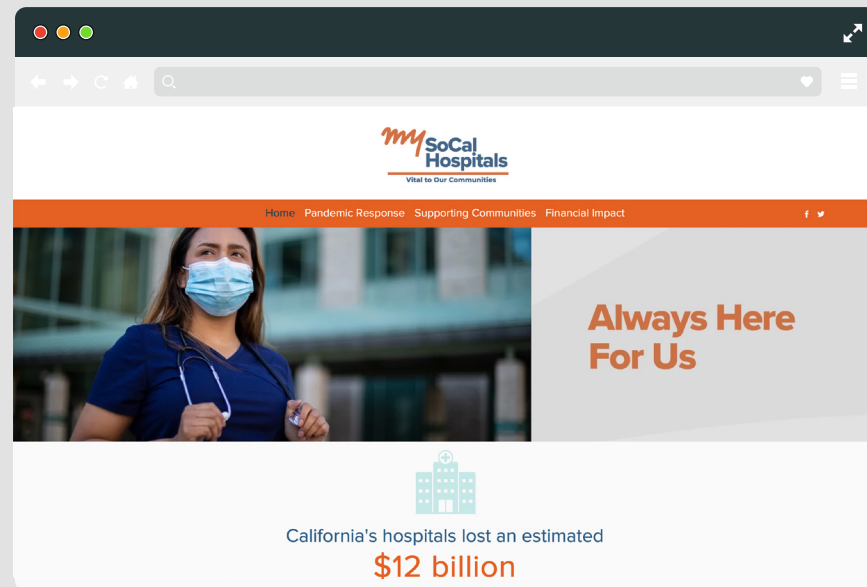
myOncologist

Logo and logo treatment (download)

WEBSITE

The MySoCalHospitals website offers an overview of how hospitals serve Southern California communities every day, and their heroic efforts during the pandemic. It also discusses the pandemic's financial impact, which is now causing many hospitals to struggle. More content will be added throughout the campaign.

In your social media and other promotion, please include the website URL, www.MySoCalHospitals.org. Encourage people to visit the website and sign up for more information and updates, using the form in the footer.



Visit the website at MySoCalHospitals.com



Twitter healthcare workers' quotes ([download template here](#))

FACEBOOK AND TWITTER

We've created customizable templates that can be used for both Facebook and Twitter posts. You can add your organization's name and logo, along with a photo and text.

GUIDELINES

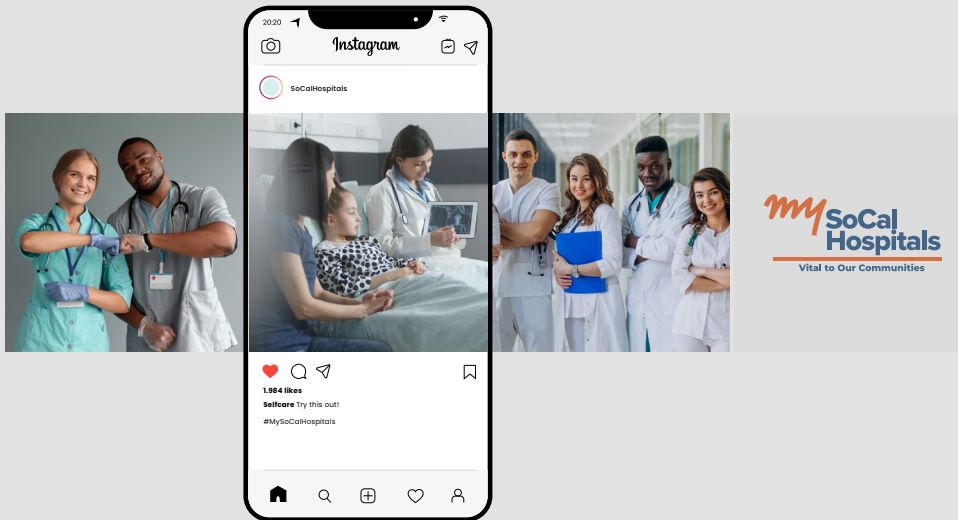
The templates are designed for you to feature people with a quote or statement of up to about 50 words. We suggest highlighting frontline workers – both clinical and ancillary – and share what they like about working in your facility or community, or what makes their hospital vital to the community. You can also highlight grateful patients expressing appreciation for your hospital and staff.

For best results, use a clear photo that includes one to several people making eye contact with the camera. If it's a large group photo, crop in to focus on just a few.

SAMPLE CAPTIONS FOR POSTS

Richard, who's served as a nurse at [hospital name] for over 20 years, shares about why he's stayed here so long and what he loves most about his team. **#MySoCalHospitals #HealthCareHeroes**

Both of Joe and Emelita's kids were born at [hospital name], and they plan to come back this fall, when their third child arrives. "Our experience here has been so great," Emelita says. "The staff are wonderful and make you feel at home." **#MySoCalHospitals**



Instagram carousel (download template here)



Instagram stories (download template here)

INSTAGRAM

These downloadable templates for Instagram posts and Stories can be customized with photos and captions of staff and patients and posted individually or in a group.

Begin by adding your photos to the templates to create post and Story images. Upload the images to your phone or computer before creating posts.

GUIDELINES

To create an Instagram post on app or computer, start on the home page or on your organization's profile.

- Click or tap the plus sign at the top right of your screen and select Post.
- At the right of the screen toward the bottom, click the carousel icon (overlapping squares), which will then be highlighted in blue.
- Select photo(s) in the order you want them to appear, with the My SoCal Hospitals logo last.
- Click Next and add a filter if desired.
- Click Next. Add a caption; tag staff members, **@SoCalHospitals** and others; and add any other desired options (location, advanced settings, etc.).
- Click Share.

Instagram Stories are most easily posted via the phone app.

- Tap the plus sign at top right and select Story.
- To select a single Story image, tap on it. To select several images, tap Select at the top right (it will then give you the option to Cancel) and tap the photos in the order you want them to appear.
- Tap the arrow at bottom right and use the tools at top right to add a caption, tags, emojis, or other features.
- Tap the arrow at bottom right and share the finished Story images.

SAMPLE POST CAPTIONS

William has been a nurse at [hospital name] for 14 years. “The pandemic has been one of the toughest challenges in my career,” he says. “But it also brought our team together like never before and made me appreciate my coworkers so much. I feel privileged to work with them in caring for our patients.” #MySoCalHospitals @SoCalHospitals

Our housekeeping staff are true health care heroes. Nancy, who has worked at [hospital name] for over 20 years, knows her job is a vital part of patient care. She says, “I enjoy serving patients by working to keep their rooms clean and germ free. I know this will help them to stay safe as they recover.” #MySoCalHospitals



Did you know Southern California hospitals treated **250,000 COVID-19** patients in 2020 alone?



Our hospitals are ALWAYS here for you — during pandemic times and every day of the year. #MySoCalHospitals



Did you know over half of California hospitals are operating in the red due to COVID-19-related financial hardship?



Our hospitals have been there for us during the pandemic times and always. #MySoCalHospitals



Over **80** SoCal hospitals are part of a safety net for our neighbors in need — often the only health care option they have.



Now, more than ever, our hospitals need our support. #MySoCalHospitals

Ready-to-use Twitter, Facebook, and LinkedIn graphic cards (download here)

READY-TO-USE CONTENT

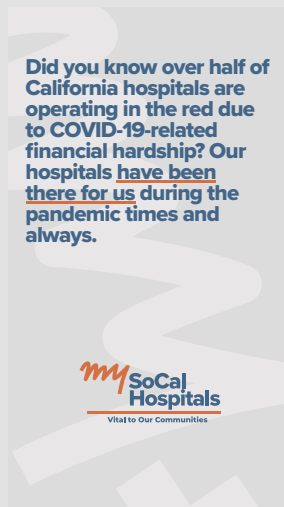
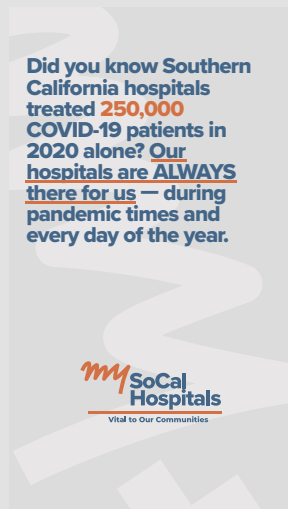
These graphics are ready to be downloaded and posted to Facebook, Twitter and LinkedIn as they are. Add a caption that reflects your organization, staff or community and tag HASC, organizations or staff.

SAMPLE CAPTIONS

[Hospital name] is so proud of our amazing staff who cared for thousands with COVID-19. These health care heroes risked their lives to be there for patients. Visit <https://mysocalhospitals.org> to learn how you can support our health care workers. #MySoCalHospitals

California hospitals lost \$12 billion due to the pandemic and many are now struggling to survive. More than ever, they need all of our support. Sign up for email updates at <https://mysocalhospitals.org> to learn how you can support them. #MySoCalHospitals

At [hospital name], we're honored to be a place of healing and hope for our community, especially those who may not have anywhere else to go. Learn more about how hospitals give to their communities at <https://mysocalhospitals.org>. #MySoCalHospitals



Instagram stories (download here)

COORDINATED POSTINGS

Use these graphics (pictured at right) and any provided assets over the next few months to ensure My SoCal Hospitals stays on your audiences' radar. Our aim is to have HASC members and friends post campaign content every Wednesday morning to keep the campaign momentum going. Please feel free to post the graphics at other times as well.

FOR ANY QUESTIONS AND FEEDBACK PLEASE CONTACT:

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Coordinated graphics post ([download here](#))