


Digital Toolkit: Stories behind the “H”

Reinforcing the Crucial Role of Hospitals and Health Systems in Serving Their Communities



Hospitals and health systems can help tell their story by sharing messages on social media using new graphics and other resources from below. Tag the AHA, [@ahahospitals](https://twitter.com/ahahospitals), and use the hashtag #myhospital so we can send a collective message about the work you do on behalf of patients and communities.

TOPIC AREAS: WORKFORCE

SOCIAL POST	GRAPHIC/LINK SUGGESTION
<p>The people who comprise America’s health care workforce are your neighbors, friend, and family members. Hear the stories from the health care workers on the front line of the pandemic. #WeAreHealthcare</p>	
<p>Nurses and all health care professionals have shown a commitment to the well-being of their patients and community throughout the #COVID19 pandemic. They have a perspective that is important for all to see. #WeAreHealthcare</p>	<p>For ready-made social graphics from AHA, visit here.</p>
<p>Nurses from across the country are sharing their stories of why they are proud to work in health care. Listen to their remarkable stories: #WeAreHealthcare</p>	<p>For ready-made social graphics from AHA, visit here.</p>
<p>The caregivers at your community’s hospital are your neighbors, friends, and family members. Hear the stories they have from working on the front line of the pandemic. #WeAreHealthcare</p>	<p>For ready-made social graphics from AHA, visit here.</p>
<p>The pandemic has taken a toll on the health care workforce community. Hear from those who have worked tirelessly to treat patients and help their communities remain healthy throughout the #COVID19 pandemic #WeAreHealthcare</p>	<p>For ready-made social graphics from AHA, visit here.</p>



SOCIAL POST	GRAPHIC/LINK SUGGESTION
<p>Every day the caregivers in America’s hospitals and health systems help people get access to essential services at the right time, in right place, no matter what. Learn more about the critical roles hospitals play: #WeAreHealthcare</p>	<p>https://www.aha.org/advocacy/access-and-health-coverage</p> 
<p>Access to behavioral health is critical to the overall health of patients and communities. Here's how some AHA members are finding innovative solutions to deliver this vital service #WeAreHealthcare</p> <p>Maybe a different image, free clinic, mobile van, etc?</p>	<p>https://www.aha.org/regional-networks-behavioral-health-improving-access-care</p> 
<p>Hospitals are helping people get health coverage and ensuring access to essential services. Find out how #WeAreHealthcare</p>	<p>https://www.aha.org/advocacy/access-and-health-coverage</p>
<p>Hospitals are a vital part of their communities and the services they provide extend well beyond just curing injury or illness. Read more about how AHA members are promoting healthy communities #WeAreHealthcare</p>	<p>https://www.aha.org/ahia/promoting-healthy-communities</p>

BENEFITS TO COMMUNITIES


SOCIAL POST	GRAPHIC/LINK SUGGESTION
<p>Hospitals and health care workers have stood strong for their communities, and they have a vital role in our society to keep communities healthy. #WeAreHealthcare</p> 	 <p>https://www.aha.org/roleofhospitals</p>
<p>America's hospitals care for their communities both inside and outside the hospital building. Learn the myriad ways hospitals are investing in their patients' well-being. #WeAreHealthcare</p>	<p>https://www.aha.org/center/population-health/community-investment-health</p>
<p>Free or low-cost health screenings, access to affordable housing or healthy food and help getting to appointments are some of the ways in which hospitals are enhancing and advancing the health of all. #WeAreHealthcare</p>	<p>https://www.aha.org/roleofhospitals</p>


<p>Hospitals are looking toward the future by focusing on community investment as a way to enhance the health of the patients they serve. Learn more: #WeAreHealthcare</p>	<p>https://www.aha.org/center/population-health/community-investment-health</p>
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COVID-19 AND VACCINATION EFFORTS



SOCIAL POST	GRAPHIC/LINK SUGGESTION
<p>AHA member hospitals and health systems have played a critical role in protecting their communities from #COVID19 by vaccination. Read their inspiring stories: #WeAreHealthcare</p>	<p>https://www.aha.org/vaccine-stories</p> 
<p>When the #COVID19 pandemic hit the country, health care workers in every community answered the call to help their patients, treating nearly 4.5 million #COVID19 patients and vaccinating their communities. #WeAreHealthcare</p>	<p>https://www.aha.org/vaccine-stories</p> 
<p>Hospitals and health systems have been tireless public health advocates, using digital communication channels to help educate their communities about the #COVID19 vaccine #WeAreHealthcare</p>	<p>https://www.aha.org/vaccineconfidence</p> 

IMPROVING HEALTH AND WELLNESS

SOCIAL POST	GRAPHIC/LINK SUGGESTION
<p>Hospitals are helping people get and stay healthy year round, with programs addressing issues like food insecurity and transportation #WeAreHealthcare</p>	<p>https://www.aha.org/center/population-health</p> 

<p>Hospitals and health systems are a vital part of their communities and the services they provide extend well beyond just curing injury or illness. #WeAreHealthcare</p>	<p>https://www.aha.org/roleofhospitals</p> 
<p>Hospitals and health care workers have stood strong for their communities, and they have a vital role in our society to keep communities healthy. #WeAreHealthcare</p>	<p>https://www.aha.org/center/community-health-well-being</p>
<p>As our health care system continues to strive to foster a society where all individuals can reach their highest potential for health, hospitals and health systems continue to evolve their capabilities to understand and meet the needs of patients and families. #WeAreHealthcare</p>	<p>https://www.aha.org/center/population-health-management</p>

INNOVATION

SOCIAL POST	GRAPHIC/LINK SUGGESTION
<p>From using #telehealth to improve access to care to artificial intelligence to keep communities healthy and detect disease earlier, hospitals and health systems are innovating to improve patient care. #WeAreHealthcare</p>	 <p>https://www.aha.org/center/discover</p>
<p>Hospitals and health systems are looking to the future of care delivery, where technology will help increase access to high quality health care for patients. Learn more #WeAreHealthcare</p>	 <p>https://www.aha.org/center/discover</p>

Social Media Graphics:

- For ready-made social graphics from AHA, [visit here](#)
- Graphics specifically on *We are Heath Care Campaign*

HASHTAGS: #WeAreHealthcare #MyHospital

Giphy Library

Any platform that uses Giphy and Gifs can be easily searched for using “American Hospital Association” or “We Are Health Care” to populate #Wearehealthcare campaign gifs.

Gifs can be shared directly from the **AHA Giphy Library** - giphy.com/American-Hospital-Association/workforce

How to use gifs - Most social media websites are built with a GIF search tool. Twitter, Facebook Messenger, and Instagram Story all come with a gif search tool. These search tools work directly with sites like the AHA GIPHY library. This make GIFs as easy to use as emojis.

How to search for gifs on Twitter - <https://twitter.com/i/status/700002208306171904>

Workforce Video Social Media Links:

- TWITTER:
https://www.aha.org/workforce/videos?utm_source=twitter&utm_medium=organic&utm_campaign=we-are-healthcare
- FACEBOOK:
https://www.aha.org/workforce/videos?utm_source=facebook&utm_medium=organic&utm_campaign=we-are-healthcare
- LINKEDIN:
https://www.aha.org/workforce/videos?utm_source=linkedin&utm_medium=organic&utm_campaign=we-are-healthcare

YouTube Videos #WeAreHealthcare :

- Amanda Platt, BSN <https://www.youtube.com/watch?v=3xJkhUe2WM8>
- Mary Fran Oskvarek, EdD, MSN, MS, PCCN-K <https://www.youtube.com/watch?v=lr-HMDgGRxl>
- Rocio Sanchez, BSN, RN, PCCN <https://www.youtube.com/watch?v=-xjLOO0oMrk>
- Donna Martin, RN, MSN, IBCLC <https://www.youtube.com/watch?v=VQevgn0IkNg>
- Michele Long, RN, BSN, CMSRN <https://www.youtube.com/watch?v=a8TVTEL33gU>
- Tara Smith, RN, BSN, CCRN <https://www.youtube.com/watch?v=LYxON7x59uk>
- Beth Cantz, MSN, RN <https://www.youtube.com/watch?v=RBZXczLQEzw>
- Stephanie Girard Barnes, MSN, AGPCNP-C, PCCN, CHFN https://www.youtube.com/watch?v=wF_GOpnl7SE
- Gilbert Rutledge, BSN, RN, CCRN-CSC <https://www.youtube.com/watch?v=MJgUeVWxi1w>
- Mike Sharma, MSN, RN-BC, CCRN <https://www.youtube.com/watch?v=ZOtVVKyTEOA>
- Marguerite Furman, RN <https://www.youtube.com/watch?v=QYOyyiLfxOE>
- Candy Koket, RN <https://www.youtube.com/watch?v=BxseLWf1H6Q>
- Kimberly Thomas, BSN, RN https://www.youtube.com/watch?v=vl_JI9okqJA
- Diane Carney, RN <https://www.youtube.com/watch?v=qIrrBiUXvOU>
- Ashley Wertz-Andrekovich, RN <https://www.youtube.com/watch?v=HCNWvzthKL4&t=12s>