National Hospital Week May 10 – 16, 2015

Digital Toolkit

During National Hospital Week, May 10 - 16, the American Hospital Association will conduct a social media campaign to raise awareness of the importance of hospitals within their communities. We are asking our member hospitals and health systems to join this effort to celebrate the great work that goes on every day in America's hospitals.

In particular, we are asking members to explain through social media why their hospitals are important to the communities they serve. There are a variety of ways hospitals can participate, listed below, in addition to general guidance regarding messaging for National Hospital Week.

#MyHospital Campaign:

Use mobile applications to submit videos or photos that highlight the important role hospitals have in their local communities. AHA will promote the videos and photos during National Hospital Week. The messages will be shared through social media and tagged with the respective elected representatives for each hospital that participates. For more information, visit www.aha.org/myhospital.

Engagement Video:

The AHA will promote its new Hospitals Across America video showcasing the strength of and unity behind the AHA's 5,000 members and their great work across the country. The video will be posted to the <u>AHA's YouTube</u> page during the AHA's Annual Meeting May 3 – 6 for promotion all week. Please use this video on social media and within your communications.

Image Takeover:

The AHA encourages all hospital advocates and supporters to modify their social media profile images to the recognizable hospital "H" during National Hospital Week. Sample graphics can be found at www.aha.org/hospitalweek.

Key Messages: Please Tweet and Re-Tweet

Below are some key messages the AHA will be tweeting during National Hospital Week. Please have your organization tweet and also retweet tweets from the AHA's account, in addition to any specific tweets your organization will be sending out. Please include **#HospitalWeek** in all tweets so the conversation can be tracked and others can retweet.

- #Hospitals are an economic mainstay providing more than 5.5 million jobs across the United States #HospitalWeek
- #MyHospital stands with the more than 5,000 other U.S. hospitals in providing quality patient care to Americans #HospitalWeek
- Representing <insert your community name> #MyHospital joins @AHAhospitals in standing up for all patients during #HospitalWeek
- Hospitals benefit their communities through more than just #PatientCare #QualityCare #HospitalWeek