



Advancing Health in America

AHA Advocacy Video Social Media Toolkit

EXECUTIVE SUMMARY: As a new administration and Congress take office in Washington, D.C., the AHA wants to remind both political leaders and the voting public about the important work our members do each day in their communities. To that end, we are airing a new commercial called “Life’s Moments” on broadcast, cable and streaming channels highlighting this work, and we will be promoting the video via social media (both paid and non-paid) as well. We encourage members to share the following posts on any social media channel and feel free to edit content to suit the purposes of an individual member hospital’s or AHA Professional Membership Group’s social media planning. Member support of the commercial and its content supports the AHA’s efforts to keep the conversations about all hospitals do for their communities top of mind.

WEB LINKS:

TWITTER/X:

https://www.aha.org/tellingthehospitalstory?utm_source=twitter&utm_medium=organic&utm_campaign=advocacy-video

FACEBOOK:

https://www.aha.org/tellingthehospitalstory?utm_source=facebook&utm_medium=organic&utm_campaign=advocacy-video

INSTAGRAM:

https://www.aha.org/tellingthehospitalstory?utm_source=instagram&utm_medium=organic&utm_campaign=advocacy-video

LINKEDIN:

https://www.aha.org/tellingthehospitalstory?utm_source=linkedin&utm_medium=organic&utm_campaign=advocacy-video

YOUTUBE LINKS:

:30 SECOND VIDEO: https://youtu.be/n_JRVYmYS1o?si=86M_10ZpzfkHgp3c

:15 SECOND VIDEO: https://youtu.be/oH_GAeCHnkU

Snippets and videos: <https://drive.google.com/drive/folders/1-46VQ90dXwsCLPI1K03EyGjef5QHZ3JT>

Suggested Hashtags:

- #WeAreHealthcare
- #ProtectCare

Posts:

- Life's moments are happening in America's hospitals. From the expecting to the unexpected, hospitals are there for their communities. Learn more: (WEB LINK)
- From the first steps of physical therapy to the final ring of the bell for a cancer patient completing chemotherapy, hospitals are always there and ready to care for their communities. Learn more: (WEB LINK)
- Every minute of every hour of every day, life's moments are happening in America's hospitals. Hospitals' doors are always open, no matter what time of day or night. Learn more: (WEB LINK)
- From those who are expecting children to those who receive a surprise visit from a superhero outside their hospital room window, America's community members know they can rely on hospitals' care 24/7. Learn more: (WEB LINK)
- From the ordinary to the extraordinary, America's hospitals' commitment to care for their communities around the clock is unsurpassed. Learn more: (WEB LINK)
- Hospitals' commitment to their communities knows no bounds. Whether it's giving a child Captain America's hand or surprising them with a visit from Spiderman, America's hospitals are always ready to care. Learn more: (WEB LINK)
- Whether helping people take their first steps with their new prosthetic leg or giving a child a superhero-themed prosthetic hand, hospitals proudly care for all who walk through their doors. Learn more: (WEB LINK)

- Life's moments are happening in America's hospitals. From new parents expecting to the unexpected, and through cheers and challenges, we're here. Learn more: [\(WEB LINK\)](#)