THE SOCIAL MEDIA TOOLKIT FOR HEALTHCARE

INTERNAL SOCIAL MEDIA UPDATE TEMPLATE

Social Media

This week we have reached over [INSERT FIGURE HERE] across our social media channels. Thanks to everyone who has helped reach more people by engaging with our social media channels in the last week.

Top social media news from this week
[This is the place to put in a key fact, or bit of news from the world of social media – this could be a platform reaching a new audience milestone, or explaining to staff what a hashtag is and how to use it]

Posts of the week
[This is a place to either tell people what you will be posting about in the forthcoming week, or draft and suggest posts for staff to copy and paste to their social media profiles, making sharing information really easy for them.]

If you have any queries about social media and your work, get in touch with [INSERT YOUR CONTACT DETAILS HERE]

EXAMPLE

This week we have reached over **100,000 people** across our social media channels. Thanks to everyone who has helped reach more people by engaging with our social media channels in the last week.

So, what exactly is a hashtag?
You can use a hashtag (#) before a relevant keyword or phrase in your post to categorise those posts and help them show more easily for people searching that term. Best practice suggests using no more than 2 hashtags when you post.

For example: you could search #NHS to see what people were saying, or #health to see conversations on health. Give it a go!

Our focus for next week
Next week, we have some important news about the launch of our new services, so keep an eye out on Facebook and please share with your friends and family.

Something from last week you may have missed – simply copy and paste to your profiles

Did you know @skillsforhealth works with employers to support skills development? Find out more:
http://www.skillsforhealth.org.uk/

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