



## Social Media Content Development Tips for Community Health Centers and Primary Care Associations

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### **PURPOSE:**

The purpose of this document is to help community health centers and primary care associations generate ideas for relevant, appropriate social media posts across a variety of platforms (LinkedIn, Facebook, Twitter, etc.). This document is **not** intended to serve as a Social Media Policy or a Social Media Administrator Guide; organizations are encouraged to develop these documents before utilizing these tips.

### **GENERATING IDEAS:**

#### *Internal Organizational Information*

It's easy to come up with social media posts by thinking through a few simple categories of information about your organization:

- **Upcoming Events** (e.g., health fairs, trainings, conferences, webinars, etc.)
- **New Resources:**
  - **For CHCs:** expanded hours and/or services, mobile clinics, etc.
  - **For PCAs:** reports, tools, webpages, archived webinars, etc.
- **Get to Know the CHC/PCA:**
  - **Introduce Your Staff:** Help followers feel more comfortable with your organization by posting a photo and brief bio of a staff member. Share more than just their title, credentials, and number of years with the organization – humanize them by sharing favorite hobbies, funny facts, and other interesting information.
  - **Reminders:** Every so often – especially after receiving a large number of new followers – it's a good idea to review the basics of your organization (e.g., you might post a reminder about all of your health center's satellite locations, with a link to a webpage where patients can schedule appointments, view clinic hours and phone numbers, etc.).
  - **Anniversaries and Milestones:** Celebrate your organization's important dates, like the anniversary of its founding. This is a great opportunity to use fun historical photos in your posts.
- **Honors and Awards:** Has your organization been recognized for a successful program, a wonderful employee, or a clinical achievement? Have you just received PCMH or another accreditation? Your followers want to know about it!
- **Media Exposure:** Has your organization been featured in local, state, or national news media? Let your followers know, and provide a link to the source article.

#### *External Information*

Posting regularly on social media keeps your followers engaged and helps to grow your online presence. Your organization may not generate enough new content or information for you to post solely about internal activities. Other potential post topics include:

- **Special Health Dates:** There are endless national awareness and recognition dates for myriad health conditions and campaigns. If your audience is primarily health center patients, post educational and self-management resources; for clinic staff and leadership, provide links to clinical tools and resources and/or encourage them to share your post on their own accounts. (See the end of this document for a list of special health dates.)
- **Legislation:** Is there local, state or federal legislation that could affect your health center(s) and their patients? Spread the word through a post, along with information about how to learn more, attend local events, and reach out to relevant legislators.
- **New Funding, Regulations, etc.:** If many of your followers are health center or PCA staff and leadership, consider posting about federal grant applications, new regulations, and other relevant updates.

Here are a few more tips to generate post topics:

- **Join Listservs:** Consider subscribing to the listservs of the [U.S. Department of Health and Human Services](#) (HHS), the [Health Resources and Services Administration](#) (HRSA), the [Office of Minority Health](#) (OMH), the [Agency for Healthcare Research and Quality](#) (AHRQ), the [National Association of Community Health Centers](#) (NACHC), the [Centers for Medicare and Medicaid Services](#) (CMS), the [Federal Office of Rural Health Policy](#) (FORHP), [Community Health Association of Mountain/Plains States](#) (CHAMPS), the [Colorado Community Health Network](#) (CCHN), [Montana Primary Care Association](#) (MPCA), [Community HealthCare Association of the Dakotas](#) (CHAD), the [Association for Utah Community Health](#) (AUCH), and the [Wyoming Primary Care Association](#) (WYPCA), as well as any other state or local organizations that provide relevant health information.
- **Follow Similar Organizations' Social Media Accounts:** One of the easiest ways to generate social media content is to simply "share" another organization's post. Other organizations' posts can also inspire you to write your own content on the same or a related topic. Follow the social media accounts of CHCs near you, local community-based organizations and health agencies, your state PCA, and relevant federal agencies. And don't forget to [follow CHAMPS on LinkedIn](#) and join our [Discussion Group](#)!
- **Communicate with Colleagues and Partner Organizations:** Talk to your coworkers and partners about what they are doing and planning so you know what to promote and when. This is especially important if you share social media management responsibilities with a colleague; make sure to discuss posts in advance to ensure a good balance of topics, avoid duplication, and build coherent messaging across online platforms.
- **Keep a List of Post Ideas:** The best way to ensure consistent posting is to stay organized. Gather potential topics for future posts in one place; that way, when you're having an uninspired day you'll have a list of ideas at the ready.

## CRAFTING YOUR POST:

Once you have a topic for your post, consider the following:

1. **Who is your target audience?** It's important to know who is going to be reading your posts, and to think about what kind of information is relevant to them. Are your followers mainly patients, CHC staff, CHC leadership, or a combination of different audiences? Make sure that you're posting content that they can engage with.
2. **How much space do you have?** Some social media platforms restrict the number of characters you can use per post; many others require followers to click "show more" to see

beyond the first sentence or two of each post. Be clear and concise, especially in the “lead” sentence, to pull your followers in.

3. ***What do you hope to accomplish with your post?*** Sometimes you may want your post to simply share information about an important event or resource. At other times, you may be seeking more direct engagement from your followers (for example, by leaving a comment or clicking a link). Consider what you are hoping to accomplish with each post – this will impact the language you use.

#### **BEFORE YOU POST:**

Before posting on social media, consider the following:

1. ***Have you included an image?*** Photos, graphics, and even videos have been proven help attract followers to social media posts. Aim to include a relevant image in every post.
2. ***Have you included a link?*** Whenever possible, include a link in your post that leads back to your organization’s website.
3. ***Have you run a spelling and grammar check?*** If the social media platform you are using does not give you the option of running a spell check, draft your posts in Microsoft Word to make sure you catch any mistakes before you post.
4. ***What time is it?*** Some of the best times to post are early in the morning (8-9 AM), during lunch (12-1 PM), and at the end of the work day (5-6 PM). Consider holding your post until one of these time periods to increase the reach of your content.

#### **SPECIAL HEALTH DAYS, WEEKS, AND MONTHS:**

This list is not comprehensive; it provides a selection of health-related awareness days, weeks, and months that are most relevant to CHCs and PCAs. Days and weeks that always fall on the same dates are noted in parentheses. For a full list of all special health dates, visit <http://www.healthline.com/health/directory-awareness-months>.

- **January:** [Cervical Health Awareness Month](#), [Thyroid Awareness Month](#), [National Drug and Alcohol Facts Week](#) (last week), National Pharmacist Day (12)
- **February:** [American Heart Month](#), [National Teen Dating Violence Awareness Month](#), [National Children’s Dental Health Month](#), [Condom Week](#) (week of Valentine’s Day), [Eating Disorders Awareness and Screening Week](#) (last week), [World Cancer Day](#) (4), [National “Wear Red” Day](#) for women’s heart health (5)
- **March:** [National Colorectal Cancer Awareness Month](#), [National Nutrition Month](#), [Sleep Awareness Week](#), [National Patient Safety Awareness Week](#), [National Poison Prevention Week](#), National Doctors Day (30)
- **April:** [National Minority Health Month](#), [National Autism Awareness Month](#), [Oral Cancer Awareness Month](#), [Alcohol Awareness Month](#), [STI/STD Awareness Month](#), [Sexual Assault Awareness and Prevention Month](#), [National Dental Hygienists Week](#), [National Medical Laboratory Professionals Week](#), [National Public Health Week](#) (second full week), [World Immunization Week](#) (last week), [Every Kid Healthy Week](#) (last week), [World Health Day](#) (7)
- **May:** [American Stroke Awareness Month](#), [National Physical Fitness and Sports Month](#), [National Mental Health Month](#), [Arthritis Awareness Month](#), [National High Blood Pressure Education Month](#), [Healthy Vision Month](#), [Hepatitis Awareness Month](#), [National Teen Pregnancy Prevention Month](#), [Food Allergy Awareness Week](#), [National Women’s Health Week](#)

(begins on Mother's Day), [National Nurses Week](#), [Heat Safety Awareness Day](#) (last Friday), [Children's Mental Health Awareness Day](#)

- **June:** [Men's Health Month](#), [National Safety Month](#), [National HIV Testing Day](#)
- **July:** [World Hepatitis Day](#) (28)
- **August:** [National Immunization Awareness Month](#), [National Breastfeeding Month](#), [National Health Center Week](#) (second full week; 2017 Focus Days: 13 – Elected Officials Day, 14 – Health Screenings Day, 15 – Public Housing Health Centers Day, 16 – Healthcare for the Homeless Day, 17 – Agricultural Worker Health Day, 18 – Consumer Board Member Day, 19 – Children's Health Day)
- **September:** [National Childhood Obesity Awareness Month](#), [National Substance Abuse Recovery Month](#), [Ovarian Cancer Awareness Month](#), [National Suicide Prevention Month](#), [Sexual Health Awareness Month](#), [National Farm Safety and Health Week](#), [Malnutrition Awareness Week](#)
- **October:** [National Breast Cancer Awareness Month](#), [National Dental Hygiene Month](#), [Health Literacy Month](#), [Domestic Violence Awareness Month](#), [National Health Education Week](#) (third week), [National Healthcare Quality Week](#), [National Physician Assistants Week](#), [National Pharmacy Technician Day](#), [World Mental Health Day](#) (10), [National Depression Screening Day](#) (15), [World Food Day](#) (16)
- **November:** [American Diabetes Month](#), [National COPD Awareness Month](#), [National Hunger and Homelessness Awareness Week](#), [National Nurse Practitioner Week](#), [Great American Smokeout](#) (third Thursday), [National Rural Health Day](#)
- **December:** [National Influenza Vaccination Week](#) (first full week), [National Handwashing Awareness Week](#), [World AIDS Day](#) (1)

*Have a question or comment about this document?*

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