Social Media Content Development Tips
for Community Health Centers
and Primary Care Associations
Created May 2017; Updated January 2024

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, X [formerly 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, training, 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, fun 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., 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 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 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 and stakeholders.
- **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), Colorado Community Health Network (CCHN), Montana Primary Care Association (MPCA), Community HealthCare Association of the Dakotas (CHAD), Association for Utah Community Health (AUCH), and 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 and regional PCAs, and relevant federal agencies. And don't forget to follow CHAMPS on LinkedIn!
- **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 included relevant hashtags?*** Including up to three hashtags that relate to your post helps your content reach broader audiences. When you use relevant hashtags, your posts become more discoverable to people searching for that topic.
4. ***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. You can also download the [Grammarly Browser Extension](), which edits within most sites on your browser.
5. ***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 workday (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. The National Association of Community Health Centers (NACHC) provides a [Health Center Calendar Toolkit]() with sample messages and graphics for certain health observances. For a full list of all special health dates, visit: [https://b2b.healthgrades.com/insights/blog/2024-health-observances-calendar/]()

- ***January***: [Cervical Health Awareness Month](), [Thyroid Awareness Month](), [National Slavery and Human Trafficking Prevention Month](), [National Pharmacist Day]() (12), [Maternal Health Awareness Day]() (23)
- ***February***: [American Heart Month](), [National Children's Dental Health Month](), [National Teen Dating Violence Awareness Month](), [National School-Based Health Care Awareness Month](), [Condom Week]() (week of Valentine's Day), [National "Wear Red" Day]() for women's heart health (2), [World Cancer Day]() (4), [National Donor Day]() (14), [National Obesity Care Week]() (begins Feb. 28)
- ***March***: [National Colorectal Cancer Awareness Month](), [National Nutrition Month](), [Sleep Awareness Week]() (second week), [Patient Safety Awareness Week]() (second week), [National Poison Prevention Week]() (third week), [National LGBT Health Awareness Week]() (begins fourth Monday), [Disability Community Day of Mourning]() (1), [National Dentist's Day]() (6), [National Women and Girls HIV/AIDS Awareness Day]() (10), [Certified Nurses Day]() (19), [National Native]()

HIV/AIDS Awareness Day (20), National Diabetes Alert Day (fourth Tuesday), National Doctors' Day (30)

- **April**: Alcohol Awareness Month, Autism Acceptance Month, Medicaid Awareness Month, National Interprofessional Healthcare Month, National Minority Health Month, Oral Cancer Awareness Month, Sexual Assault Awareness and Prevention Month, World Health Worker Week (first week), National Dental Hygienists Week (first full week), National Public Health Week (first full week), STI Awareness Week (second week), Black Maternal Health Week (second full week), National Infertility Awareness Week (third week), National Medical Laboratory Professionals Week (last full week), World Immunization Week (last week), Every Kid Healthy Week (last week), World Health Day (7), Earth Day (22), National Prescription Drug Take Back Day (last Saturday), National Superhero Day (28)
- **May**: American Stroke Awareness Month, Arthritis Awareness Month, Healthy Vision Month, Hepatitis Awareness Month, National High Blood Pressure Education Month, National Mental Health Month, National Physical Fitness and Sports Month, National Teen Pregnancy Prevention Month, Food Allergy Awareness Week (second full week), National Prevention Week (second full week) National Women's Health Week (begins on Mother's Day), National Nurses Week (6-12), Children's Mental Health Awareness Day (9), International Nurses Day (12), HIV Vaccine Awareness Day (18), World No Tobacco Day (31)
- **June**: Alzheimer's & Brain Awareness Month, Men's Health Month, National Safety Month, National HIV Testing Day (27)
- **July**: BIPOC Mental Health Awareness Month, National Minority Mental Health Awareness Month, Ultraviolet (UV) Safety Awareness Month, World Hepatitis Day (28)
- **August**: National Breastfeeding Month, National Immunization Awareness Month, National Health Center Week (second full week), National Community Health Worker Awareness Week (Aug. 28 – Sept.1)
- **September**: National Childhood Obesity Awareness Month, National Recovery Month, National Suicide Prevention Awareness Month, Ovarian Cancer Awareness Month, Sexual Health Awareness Month, National Farm Safety and Health Week (third full week), Malnutrition Awareness Week (last full week), National Voter Registration Day (fourth Tuesday), World Suicide Prevention Day (10), World Heart Day (29)
- **October**: Domestic Violence Awareness Month, Emotional Wellness Month, Health Literacy Month, National Breast Cancer Awareness Month, National Children's Health Month, National Dental Hygiene Month, National Substance Abuse Prevention Month, National Health Education Week (third week), National Healthcare Quality Week (third full week), National Physician Assistant Week (6-12), National Child Health Day (first Monday), National Pharmacy Technician Day (third Tuesday), World Mental Health Day (10), National Latinx AIDS Awareness Day (15), World Food Day (16), Medical Assistant Day (23), National Prescription Drug Take Back Day (last Saturday)
- **November**: American Diabetes Month, National COPD Awareness Month, National Hunger and Homelessness Awareness Week (the week before Thanksgiving), National Nurse Practitioner Week (second full week), Antibiotic Awareness Week (18-24), Great American Smokeout (third Thursday), National Rural Health Day (third Thursday), World Diabetes Day (14)

- ***December***: National Influenza Vaccination Week (first full week), National Handwashing Awareness Week (first week), World AIDS Day (1), International Day of Persons with Disabilities (3), International Human Rights Day (10), National Homeless Persons' Memorial Day (21)

Have a question or comment about this document?
Please contact the CHAMPS Programs Coordinator, Membership & Communications.

Community Health Association of Mountain/Plains States (CHAMPS) Social Media Content Tips