'Tis the Season to be Safe
2020 Social Media Toolkit

Campaign Goal

As we approach the holidays and with COVID-19 cases on the rise, this social media toolkit aims to increase awareness about the adherence to public health guidelines over the holiday season. While the end of the year usually presents the opportunity for gatherings, this year is different. COVID-19 has altered the way we celebrate holidays. It's more important than ever to not let our guard down, especially as cases continue to rise. The goal of this toolkit is to send gentle reminders that the coronavirus is still here and that we need to stay vigilant. Below are messages HASC will be sharing from Dec. 1, 2020 into the New Year. Please feel free to adjust the copy to better suit your organization.

How Can You Help?

As a member and/or partner of HASC and part of the health care community, you play a crucial role in providing information that promotes public safety. We will take care of the content; all you need to do is share it with your communities via your social media platforms. The more we can share through our platforms, the more people will plan prudently and keep safe.

Other Ways to Support:

- Follow and tag HASC's social media accounts: Twitter, Facebook, and LinkedIn.

- Re-share content directly from our social accounts onto yours.

- Visit our HASC's Communications Tools library and share the link to the toolkit. www.hasc.org/hospital-communication-tools

- Share campaign images and hashtags on your social media platforms. [CLICK HERE]

'Tis the Season Theme

For the 2020 'Tis the Season Social Media Campaign, the overarching theme is to remind the general public to continue to follow public heath guidelines over the holidays.

'Tis the season to protect those you love.

Social Media Messaging

The following messages were developed to accompany campaign graphics.

- Celebrations may look a little different this year, but if we all do our part, we can ensure many more celebrations to come.

- The greatest gift you can give anyone this year is the gift of life.

- This holiday season, let's keep our health care workers and their families in mind by following public health guidelines.

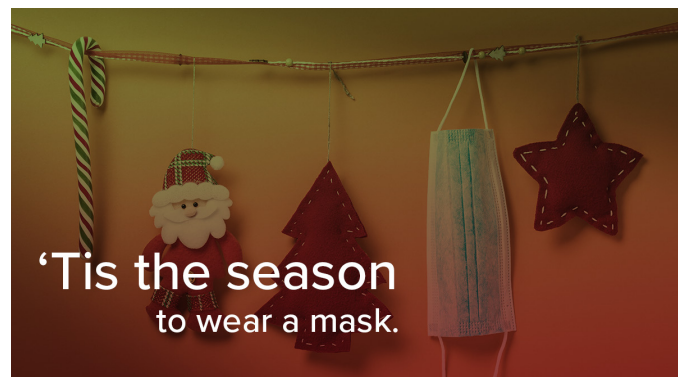- Hospitals are open 24/7. Let's keep the health care workforce in mind this holiday season.

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- It's the most wonderful time of the year to do our part and keep each other safe.

- It's the most wonderful time of the year to #stopthespread.

- It's the most wonderful time of the year to alter our holiday plans to ensure everyone's safety.

- Staying local and limiting gatherings can ensure we don't overwhelm our health care system.

- This holiday season our hospitals will be open and ready to care for you. However, let's keep them and their staff in mind as we make plans.

- We're committed to doing our part this holiday season and we encourage you to do yours.

- COVID-19 does not take a holiday break. The virus is still here. Let's all stay vigilant.

- Doing our part this year can ensure many people live to see next year.

- Friendly reminder: altering your holiday plans this year can mean more family members live to see future holidays.

- Our health care workforce will ensure our hospitals are staffed this holiday season. However, they too have families. Please keep them in mind as you make your holiday plans.

- This holiday season, let's protect each other, especially our vulnerable populations.

Social Media Images

'Tis the season to protect those you love.

'Tis the season to limit the size of gatherings.

'Tis the season to wear a mask.

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HASC Social Media Toolkit

'Tis the season
to wash your hands for 20 seconds.
Fa-la-la-la-la...

The best gifts are around the tree, not under it.
'Tis the season to protect your loved ones.

'Tis the season
to do our part.

Hashtags:

In an effort to add momentum to the campaign, please reference any of the following hashtags in each of your social media posts.

#SafeHolidays

- #StopTheSpread
- #HASC
- #COVID19
- #SafetyFirst
- #InThisTogether

FOLLOW US:

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Contact

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Link to Toolkit Images: [CLICK HERE]

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