

We keep health care  
close to home



[rhpap.ca/arhw](http://rhpap.ca/arhw)

## Alberta Rural Health Week Social Media Guide

### Who is this guide for?

This guide is for all the rural health champions who use social media or other online communications.

### Use of the Alberta Rural Health Week Hashtag

Use hashtag #RuralHealthMatters in all your social media posts in celebration of Alberta Rural Health Week (also referred to as “ARHW”) and to support keeping rural health care close to home.

When space permits in your posts we also encourage you to use #ABRuralHealthWeek, to help raise awareness of the week or if space is an issue #ARHW is suitable.

### Connect with Us

Follow us and comment, share, like, and quote relevant #RuralHealthMatters content. We’ll be doing the same leading up to and during Alberta Rural Health Week.

- Twitter - [@AlbertaRhPAP](https://twitter.com/AlbertaRhPAP)
- Facebook - [@AlbertaRhPAP](https://www.facebook.com/AlbertaRhPAP)
- Instagram - [@AlbertaRhPAP](https://www.instagram.com/AlbertaRhPAP)

### What to share

You can share the following:

- Any information that you find on <https://rhpap.ca/about/alberta-rural-health-week/arhw-toolkit/>
- The digital ARHW image to show your support for and raise awareness of rural health care. You can also upload an ARHW image to your social media profile photo. There are also cover photos that you can pick from. Visit <https://rhpap.ca/about/alberta-rural-health-week/arhw-toolkit/> to start.

- Pictures, stories, videos, etc. that your organization has produced to show appreciation to your rural health-care providers
- Tips on how people in your community can show appreciation to your community's health-care providers. If you need ideas and examples of how other rural Albertans and organizations have recognized their health-care heroes visit <https://rhpap.ca/about/alberta-rural-health-week/arhw-toolkit/>
- Information on local ARHW events
- Photos and profiles of health-care providers that have positively impacted you and/or your community
- Testimonials on why rural health care is important to you

### **When to start posting**

Rural health care is important seven days a week and 365 days of the year. Start posting about rural health care any time and use the hashtag #RuralHealthMatters, as soon as you'd like. We want to boost the rural health-care conversation across all of Alberta and let people know about ARHW as soon as possible.

We encourage you to post about rural health care daily during ARHW and make sure to tag us. (@AlbertaRhPAP)

We know sometimes it's difficult to come up with ideas for social media, so we've prepared some sample Tweets for you to use. You're welcome and encouraged to post the messages that work best for you:

### **Before ARHW**

- Alberta Rural Health Week is coming soon! We believe #RuralHealthMatters. Find out more from @AlbertaRhPAP at [www.rhpap.ca/arhw](http://www.rhpap.ca/arhw). #ARHW #ABRuralHealthWeek
- We're getting ready for Alberta Rural Health Week. Learn more here: [rhpap.ca/arhw](http://rhpap.ca/arhw) #RuralHealthMatters
- Join us on [*date here*] for a virtual #AbRuralHealthWeek [*insert event title*]. Info: [*your url here*] #RuralHealthMatters
- Alberta Rural Health Week (ARHW) celebrates the contributions of health professionals and rural Albertans to the quality of life in rural Alberta. Find out more at <https://bit.ly/3fKrjKU>
- Show appreciation for the contributions of rural health professionals whose skills and practices enhance the quality of life in rural Alberta. Find out more at <https://bit.ly/3fKrjKU> #RuralHealthMatters
- Alberta Rural Health Week is an opportunity to support the local attraction and retention committees who help keep health care close to home. Find out more at <https://bit.ly/3fKrjKU> #ABRuralHealthWeek #RuralHealthMatters

- Use the hashtag #RuralHealthMatters and show the world how you keep health care close to home. Find out more at <https://bit.ly/3fKrjKU> #ABRuralHealthWeek #RuralHealthMatters

### **During**

- We believe #RuralHealthMatters [include photo of your team or staff]. #ABRuralHealthWeek
- This year, we're celebrating Alberta Rural Health Week by [describe the appreciation activity and include photo]. #RuralHealthMatters #ABRuralHealthWeek
- DYK [community name] has a committee made up of [tag or list the A&R committee members in your community] that work together with @AlbertaRhPAP to keep health care close to home in [community name]. #ABRuralHealthWeek #RuralHealthMatters

### **After**

- Alberta Rural Health Week has wrapped up, but #RuralHealthMatters all year long!

If you are looking for a #RuralHealthMatters sign for your group photo, you can find a downloadable version in on our ARHW Toolkit page: <https://rhpap.ca/about/alberta-rural-health-week/arhw-toolkit/>

## **Glossary**

### **What is a hashtag?**

Simply put, a hashtag (#) is any word or phrase immediately preceded by the # symbol (e.g., #RuralHealthMatters). When you click on a hashtag, you'll see other Tweets containing the same keyword or topic.

- Hashtags can be searched for in any search function.
- Hashtags “trend.” When they trend, it means lots of Twitter users are using the same hashtag to talk about a certain topic. (Help us get #RuralHealthMatters to trend in Canada!)
- Hashtags are used on Twitter, Facebook, and Instagram.

### **What is @?**

- The @ symbol is used to tag users in Twitter.
- It also can be referred to as a mention.

### **What's tagging (or a mention)?**

You can mention other users in your Twitter, Facebook, Instagram by using the @ symbol followed by their username. If you do so, they will be notified of the tag.