
ALBERTA RURAL HEALTH WEEK

May 27-31, 2024

Social Media Guide

This guide is for rural attraction and retention committees and rural health champions who use social media 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 healthcare close to home.

When space permits in your posts we also encourage you to use #RuralHealthMatters and #ABruralhealthweek, to help raise awareness of the week.

What's a hashtag?

A hashtag (#) is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other posts containing the same keyword or topic.

- Hashtags can be searched for in any search function.
- Hashtags “trend.” When they trend, it means lots of social media 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, Instagram, and LinkedIn.

What's tagging (or a mention)?

You can mention other users in your Twitter, Facebook, Instagram, and LinkedIn by using the “@” symbol followed by their username. If you do so, they will be notified of the tag. **Note: if your profile is set to private we may be unable to see your posts.**

Connect with Us

Follow us and comment, share, and like, relevant #RuralHealthMatters content. We'll be doing the same leading up to and during Alberta Rural Health Week. If you're creating your own posts to recognize Rural Health Week and the healthcare heroes in your community, please tag us so we can see and share in your celebrations. **Note: if your profile is set to private we may be unable to see your posts.**

- Twitter - [@AlbertaRhPAP](#)
- Facebook - [@AlbertaRhPAP](#)
- Instagram - [@AlbertaRhPAP](#)
- LinkedIn - [Alberta Health Professions Action Plan](#)

What to share

- Any information that you find on RhPAP.ca/ARHW
- The digital ARHW image to show your support for and raise awareness of rural healthcare. Visit RhPAP.ca/ARHW to start.
- Pictures, stories, videos, etc. that your organization has produced to show appreciation to your rural health-care providers.
- Information on local appreciation events.
- Photos and profiles of healthcare providers that have positively impacted you and/or your community.
- Testimonials on why rural healthcare is important to you.

When to start posting

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

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

Sample Social Media Posts

Before ARHW

- Alberta Rural Health Week is coming soon! We believe #RuralHealthMatters. Find out more from @AlbertaRhPAP #ABRuralHealthWeek
- We're getting ready for Alberta Rural Health Week. #ABRuralhealthweek

During ARHW

- Alberta Rural Health Week (ARHW) celebrates the contributions of health professionals and rural Albertans to the quality of life in rural Alberta. Follow @AlbertaRhPAP to see healthcare being appreciated!
- Shoutout to all the amazing health professionals in rural Alberta who make our communities stronger and healthier every day! Your dedication is truly inspiring. 🌟👩🏻‍⚕️👨🏻‍⚕️ #RuralHealthMatters
- Alberta Rural Health Week is here! Join us in celebrating the local heroes who work tirelessly to keep our healthcare accessible and top-notch. Learn more at RhPAP.ca/arhw 📣🏠 #RuralHealthMatters
- 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 RhPAP.ca/arhw #RuralHealthMatters
- Alberta Rural Health Week is an opportunity to support the local attraction and retention committees who help keep healthcare close to home. Find out more at RhPAP.ca/ARHW #RuralHealthMatters
- We believe #RuralHealthMatters [include photo of your team or staff].
- This year, we're celebrating Alberta Rural Health Week by [describe the appreciation activity and include photo]. #RuralHealthMatters
- DYK that [community name]'s health committee, including [tag or list members], works with @AlbertaRhPAP to keep our healthcare local and personal? Find out more at RhPAP.ca/arhw 🏠👩🏻‍⚕️ #RuralHealthMatters