

# Social Media Toolkit for Subscribers

## Purpose of this Toolkit:

This toolkit has been developed to assist your team in promoting your involvement in Care Opinion Canada on your social media channels. To support your efforts, we've provided a series of **ready-to-use graphics** which can be included in your posts. You will also find **examples of messaging** to help you communicate benefits to patients who participate.

### Key audiences:

- Patients and families
- Colleagues and partners

### Desired action:

- Direct patients and families to visit the Care Opinion Website to learn more
- Encourage patients and families them to share their own stories
- For someone from your clinic to respond to all shared stories from your patients

## Follow Care Opinion Canada & ICN's Social Accounts

As a starting point, we are advising subscribers to follow the social media feeds for Care Opinion Canada and Imagine Citizens Network. In doing so, our stories will turn up on your feeds. This will allow your patients to learn more about Care Opinion Canada, how it works and how it is making a difference.

### Care Opinion Canada

Instagram: <https://www.instagram.com/careopinioncanada>

Facebook: <https://www.facebook.com/careopinioncanada>

X (Formerly Twitter): <https://x.com/careopinionca>

LinkedIn: <https://www.linkedin.com/company/careopinioncanada>

### Imagine Citizens Network

Facebook: <https://www.facebook.com/imaginecitizens/>

X (Formerly Twitter): <https://twitter.com/imaginecitizens>

LinkedIn: <https://www.linkedin.com/company/imagine-citizens-collaborating-for-health/>

## Social Media Toolkit – Graphics

To help you as a Care Opinion Canada subscriber, we have shared a series of graphic images which you are encouraged to use in your posts. These images along with this toolkit can be found on the [Care Opinion Canada marketing materials download page](#).



**Image 1:** This is a general template that can be used for a variety of posts.



**Image 2:** This graphic can complement a post describing how the program works and the benefits. It encourages the patient to share comments. The image speaks to the power of listening and active conversation.



**Image 3:** This graphic uses a photo of a care provider and patient to emphasize the benefits of collaboration. It adds a personal element. A valuable addition for posts explaining the benefits of Care Opinion Canada to patients and practices.



**Image 4:** A graphic reflecting potential comments a patient may share as an inspirational example for participating.



**Image 5:** This graphic is flexible and can be used for a variety of posts: from stories, to results to general awareness.

## 3 Effective Types of Social Media Posts

### 1. Posts that reveal your practice/ clinic is now part of Care Opinion Canada

This is a chance to announce your involvement and how it benefits patients by giving them a voice in their care, with a link to the website.

### 2. Posts that encourage patients to share THEIR stories

Your social media channels can be an effective way to encourage your patients to share feedback on past a recent healthcare experience from your service.

\* The more patients who post, the more valuable the feedback loop will be to your practice.

### 3. Posts that reveal how feedback is improving outcomes

You can highlight how Care Opinion Canada is improving your patient experience and contributing to positive patient outcomes. For example:

- Did you implement a change to how you deliver care because of the feedback received?
- Did the feedback reinforce a great process or procedure you have?
- Remember: make it about the benefit to the patient!

## Best Practices for Posting About Care Opinion Canada

1. Keep messages friendly, professional, helpful and positive.
2. Tag/mention “@careopinioncanada” in your post.
  - Note: Tagging Care Opinion Canada allows people to easily click through to our page and follow us.
  - If mentioning ICN, you can use the handle: @imaginecitizens
3. Keep within the recommended character count.
  - **Facebook:** 40-80 characters
  - **X:** 240-280 characters
  - **LinkedIn:** 150-300 characters
4. Ensure all explanations are clear, accurate and straightforward.
5. Include a **link to the website** where people can find more information: <https://www.careopinion.ca/>
6. Consider the following guidelines when using hashtags:
  - Include relevant hashtags based on the contents of the post. We recommend using existing/common hashtags such as ##ABHealth, #yegseniors, #yycseniors, etc.
  - **Facebook:** Hashtags do not function well in Facebook. Leave out hashtags to preserve word and character count.
  - **LinkedIn:** Keep hashtags at a minimum (1-2 at most).
  - **X:** Hashtags work very well on this network. Hashtags are often how media, government and influencers find relevant X content and interview sources.

# Social Media Posts You Can Adapt and Share

## Now Part of Care Opinion Canada – For Subscribers (clinics or organizations)

- Example 1: We're proud to announce that [Insert organization name] is now part of the @CareOpinionCanada community! We're committed to hearing your stories and improving healthcare experiences together. Learn more and post your story at [www.careopinion.ca/](http://www.careopinion.ca/) #albertahealth
- Example 2: Big news! We've partnered with @CareOpinionCanada to give our patients a voice. We invite you to share recent or past stories about your experience with us. Including the positive ones and areas we could be better. Visit [www.careopinion.ca/](http://www.careopinion.ca/) #abhealth

## Now Part of Care Opinion Canada – For individual team members

- Example 1: Excited to be part of @CareOpinionCanada! Sharing stories is the first step towards improving our healthcare system. Join the conversation! Visit [www.careopinion.ca/](http://www.careopinion.ca/) #albertahealth
- Example 2: Proud that my [insert facility type] is using @CareOpinionCanada! It's time to listen, learn and grow from patient experiences! Check it out: Visit [www.careopinion.ca/](http://www.careopinion.ca/) #abhealth

## What's Your Story – for patients

- Example 1: Care Opinion Canada allows you to share a recent experience with healthcare in Alberta. Your story might be about you, or someone close to you. You can confidentially share both good and bad experiences. [www.careopinion.ca](http://www.careopinion.ca)
- Example 2: An honest conversation can lead to meaningful change. Sharing your stories will not only lead to better care, it will also encourage smart policy decisions and greater innovation within Alberta's healthcare system. We'd like to know how we're doing and what we could be doing better. Let us know: [www.careopinion.ca](http://www.careopinion.ca)
- Example 3: The feedback in this story about care received at our clinic made an impact. We are grateful to hear the good, what can be improved and how you felt while receiving care. Read the story here: LINK.
- Example 4: Learning from patient and caregiver feedback is important to us. The @CareOpinionCanada website allows you to share a recent experience with healthcare in Alberta. What's your story? [www.careopinion.ca](http://www.careopinion.ca). #abhealth
- Example 5: Your story matters to us! On the @CareOpinionCanada website, patients and caregivers can safely share their healthcare experiences, read others' stories, and see how these voices are improving Alberta's healthcare system. Visit [www.careopinion.ca](http://www.careopinion.ca) today.

## How Stories are Improving Outcomes

Example 1: We received a few patient stories about frustrations with long wait times at our clinic. This led us to...

e.g. introduce a system where we post current wait times online.

Example 2: Here's an example of a recent patient story that led us to change our approach to patient care...

(Give a brief explanation, followed by a link to the story).

## Additional Ways to Promote Care Opinion Canada to Patients

### In your facility

Display posters or share “How was your care?” cards directing patients to Care Opinion Canada.

### Email signatures

Add a message like “We’re listening! Share your story with us on Care Opinion Canada [insert link to CareOpinionCanada website] to your email signature.

### On your website/ newsletters

Include a banner or a section on your website promoting Care Opinion Canada.

## Questions? Please contact:

Your support lead: [info@careopinion.ca](mailto:info@careopinion.ca)