



New York State Partnership for Patients



Engaging and Optimizing Care Partners Social Media Shareables

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WHAT ARE SOCIAL MEDIA SHAREABLES?

Social media shareables are video, images, and text that help hospitals educate patients, staff, and the community about a Care Partner's role through social media platforms such as Twitter, Instagram, Facebook, LinkedIn, hospital-specific homepages, and discussion forums.

HOW ARE SHAREABLES USED?

Video

A link to a video can be embedded on your hospital's homepage or other educational platform and shared via social media platforms as desired.

Images

NYSPPF encourages hospitals to use these images on any social media or internal educational platform that you wish. The images can be modified by inserting the hospital logo, if desired.

Text

NYSPPF has crafted text about the care partner's role; your hospital's public relations or education teams can copy and paste it into any social media platform. Suggested hashtags for use on social media are also provided.

NYSPPF FRAMEWORK SHAREABLES

Images (in zip file)

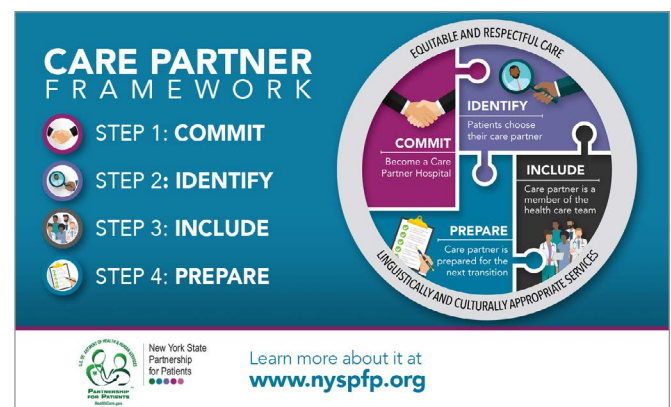
- PSD: modifiable file
- JPG: formatted for upload – non-modifiable

Videos

- <https://www.youtube.com/watch?v=I0FJxumvTdg&t=3s>
- <https://www.youtube.com/watch?v=Poji5nU12oE>

Suggested Hashtags

- #carepartners
- #nysppf_carepartner
- #patientadvocacy



MYTHS AND REALITIES SHAREABLES

Images (in zip file)

- PSD: modifiable file
- JPG: formatted for upload – non-modifiable

Suggested Text (<280 characters)

- Reality: families, friends, and caregivers help ensure patients recover by bridging the gap from hospital to home. To learn more about engaging Care Partners to prevent readmissions, visit nyspfp.org/readmissions.
- Myth: families and friends of patients interfere with care. To learn about how vital Care Partners are to the healthcare team, visit nyspfp.org/readmissions.

Suggested Hashtags

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BENEFITS SHAREABLES

Images (in zip file)

- PSD: modifiable file
- JPG: formatted for upload – non-modifiable

Suggested Text (<280 characters)

- Hospitals serious about improving quality view families, friends, and caregivers as Care Partners, important members of the healthcare team. To find out more about the benefits of adopting a Care Partner program, visit nyspfp.org/readmissions.
- Everyone benefits when families, friends, and caregivers are included as important members of the healthcare team. Find out how to become a Care Partner hospital by visiting nyspfp.org/readmissions.



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- #patientadvocacy