Social Media Tip Sheet:

Public Health Heroes are fighting to keep us healthy every day. On Monday, November 19, 2018, Research!America will partner with leading public health organizations to recognize the individuals who work to protect and improve health at the community level: researchers, health educators, occupational health professionals, first responders, and others committed to combating population health threats.

Thank you for joining us! This tip sheet includes sample social media posts that we welcome you to use as-is or personalize to reflect your organization’s unique voice. Consider including images and links, and make sure you include #PHTYD in your post!

You can learn more about the diverse field of public health and find more examples at http://bit.ly/PHTYDInvolved

Sample Tweets:

- Public Health Thank You Day is around the corner! On Nov. 19 join us in thanking the public health heroes who help our communities thrive! #PHTYD www.publichealththankyouday.org
- #DYK public health efforts have been critical in eradicating small-pox worldwide? #PHTYD
- Thank you to public health heroes working tirelessly to provide #vaccines to keep our communities safe during #flu season! #PHTYD
- Public health nurses are on the job 24-7 fighting for our health. Thank you! #PHTYD
- .@US_FDA funded research for non-addictive pain meds is crucial to fighting the #opioidepidemic https://tinyurl.com/ycuvhh97. #PHTYD
- HIV/AIDS is taking fewer lives across the globe than ever before. Thanks to every researcher and public health worker who helped achieve this milestone! #PHTYD

Sample Facebook Messages:

- Involving community voices is crucial if we want to sustain health gains. Thank you to all the public health professionals working to make these voices heard! #PHTYD http://bit.ly/PHTYDInvolved
- First responders, educators, and researchers are among our nation’s many public health heroes. They are essential to creating and sustaining healthy communities nationwide and globally. Make sure to thank them! #PHTYD http://bit.ly/PHTYDInvolved

Additional Resources:

- Research!America Social Media: Facebook and Twitter
- Learn More: https://www.researchamerica.org/phtyd

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