

## SOCIAL MEDIA

### Outreach Tips

---

Social media is becoming an increasingly important channel for people to learn about the *County Health Rankings & Roadmaps* (CHR&R) and to share strategies for improving the health of their communities. This guide includes sample Facebook posts and Tweets to make it easy for you to share CHR&R across your social media platforms and tips for talking about the role your organization plays in taking action to address the factors that affect health.

**Please note that no information about the Rankings release should be shared on social media prior to the 12:01 a.m. ET, March 25<sup>th</sup> embargo.**

### About the Release

- The *County Health Rankings* allow each state to see how its counties compare on 30 factors that impact health, including education, transportation, housing, jobs, diet and exercise.

### CHR&R EFFORTS

During the 2015 release, the Robert Wood Johnson Foundation (RWJF) and University of Wisconsin Population Health Institute will promote the new data and resources with through several different social media platforms. In addition to your own efforts, we encourage you to participate and help us spread the word in a few simple ways.

- **Follow CHR&R and RWJF.** The official channels of the *County Health Rankings & Roadmaps* on Facebook and Twitter will be promoting the release of the new data on the day of launch. Follow our accounts and help us by sharing and retweeting during launch:
  - Twitter: <https://twitter.com/chrankings>
  - Facebook: <https://www.facebook.com/CountyHealthRankings>
  - Twitter: [https://twitter.com/@RWJF\\_PubHealth](https://twitter.com/@RWJF_PubHealth)
- **Share infographics and Facebook images.** Throughout launch day, we'll be sharing infographics, videos, and images on our [Facebook page](#) to help the *Rankings* reach as many people as possible. We will also encourage supporters in each state to share their rankings. You can spread the word about the *Rankings* release by sharing these information and images on your Facebook page or Twitter feed.

### TIPS to make the most of social media

- **Use a social tone.** Social media messages are most effective when they are friendly, casual, and genuine. Personal tweets are more likely to be retweeted.

- **Use links.** Be sure to include links in your social media messages that drive people to the CHR&R website. For Twitter, we recommend using shortened links to allow for more space in the 140 character limit. Services like bit.ly can help you create a shortened link.
- **Use hashtags.** Whenever possible, use the **#HealthRankings** hashtag to link your tweet to the broader conversation about the CHR&R release.

## Sample Messages YOU CAN USE

### Twitter

- Check out your annual county's annual snapshot. Explore your **#HealthRankings** here <http://bit.ly/1Behqrp>
- Today the 2015 **#HealthRankings** were released! Our county was ranked **[NUMBER]** in **[STATE]**. Check out why: **[LINK to Rankings]**
- Do you want to improve **[Insert County's]** health? Tweet your **#HealthRankings** to spur the conversation! **[LINK to Rankings]**
- What makes one county healthier or unhealthier than others in **[STATE]**? Check out the **#HealthRankings** to find out! **[LINK to Rankings]**
- With the release of the 2015 **#HealthRankings**, it's time to find out what [insert name of your community] can do to improve your health. **[LINK to Roadmaps]**
- Now that you've seen **[County]'s** **#HealthRankings**, follow **@CHRankings** for more information.
- RT if you are proud of your county for its **#HealthRankings**!
- Have you seen your county's **#HealthRankings**? What strikes you about your rank?

### Facebook

- Counties in **[STATE]** just had their annual check up. See how your county's health compares to others in the state. <http://bit.ly/1L7tTsk>
- Check out your county's *Health Ranking* to see how your community fares compared to other places in **[STATE]**. What strikes you about the info?
- **[Insert County]** is ranked **[NUMBER]** in **[Insert state]**. Like this post if you believe that everyone deserves to be as healthy as they can be no matter who they are or where they live!
- Today, 2015 *County Health Rankings* were released! The *Rankings* allow each state to see how its counties compare on 30 factors that impact health, including education, transportation, housing, violent crime, jobs, diet and exercise. Find out where your county ranks in your state here: **[LINK to Rankings]**