



American Heart Association.
EmPOWERED to Serve™

Urban Health Accelerator - HBCU
SOCIAL MEDIA PLAYBOOK
April - June 2019

WELCOME

The American Heart Association's **EmPOWERED to Serve Urban Health Accelerator- HBCU** Community Wellness Challenge was developed to address critical needs and social issues – in and around campuses – that impact the ability of individuals to attain optimal health.

We are excited to work with you to share your experience with the **Urban Health Accelerator-HBCU** through social media. Together, we can inspire conversations and action towards improving the health on your campus and in the communities you reach.

We hope you'll find this Social Media Playbook helpful as you engage your community on important topics. It includes:

- Monthly content calendar
- Messaging and thought-starters
- Ready-to-post graphics

We hope you will share your Urban Health Accelerator experience as well as your school's work in addressing the barriers to health on your campus and community. You never know who you may inspire to get involved!

SOCIAL MEDIA // ACTION ITEMS

ACCOUNTS. Share your journey on any of your current personal social media accounts and work with your school to promote on their channels.

FOLLOW. Follow us on Facebook/Instagram/Twitter and be sure to like/comment/share when something resonates with you.

TAG US. Be sure to tag our profiles in your photos and messages when you're posting about your work/journey with us so that we can follow along and share with our followers.

USE HASHTAGS. Use our hashtags provided to connect your posts to the united conversation. On Instagram, considering adding additional hashtags as mentioned on page 5.

CONNECT WITH US

Be sure to follow, comment and like our posts to help us expand our reach. Also, please share our posts that resonate with you.

Mid-Atlantic Region

- Instagram - @heartmaa
- Twitter - @midatlnticheart
- [See our list of local accounts](#)

National Brand

- Facebook - @AmericanHeart
- Twitter - @American_Heart
- Instagram - @American_Heart

EmPOWERED to Serve

- Facebook - @empoweredtoserve
- Twitter - @aha_empowered



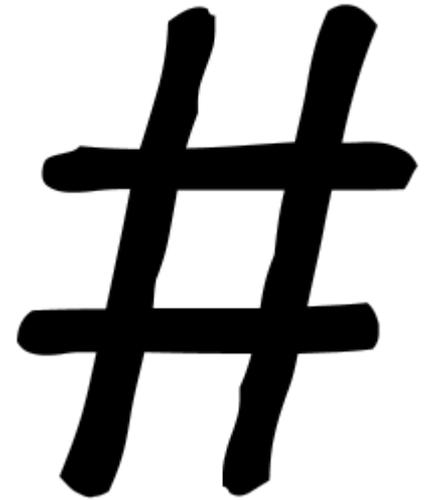
#EmPoweredToServe

Let's unite our conversations online by using a shared hashtag. We'll be able to see the posts that you initiate and will be able to engage with you and you will be able to do the same with us as well as other participating schools:

#EmPOWEREDtoServe

To expand your reach, consider using the following when appropriate:

#empowerchange #communityhealth
#communityimpact #socialjustice
#socialdeterminantsofhealth #socialequity
#healthdisparities #community #urbanhealth
#voicesforchange #communityvoices
#healthdisparity



AHA SOCIAL MEDIA CALENDAR

The American Heart Association is focused on meeting people where they are and amplifying the amazing work and dedication of our partners and volunteers. We would love to help you with content sharing year-round because we know that you care about the health of your campus and community.

We've provided a digital library that you can visit throughout the year to obtain messaging, graphics, and other tools as they become available: <http://spr.ly/AHAHBCULibrary>

Here are key messages that you will find us sharing on social media in the next three months.

APRIL	MAY	JUNE
Move More Month	American Stroke Month	CPR & AED Awareness Week
Urban Health Accelerator- HBCU Showcase 4/29	Call for Entries EmPOWERED To Serve Business Accelerator	Fruits and Veggies Month
	World Hypertension Day // May 17	PRIDE Month

APRIL: Move More Month + Showcase Event

CAMPAIGN	CREATIVE	MESSAGE/CAPTION	ACCOUNTS TO TAG
Move More Month		<p>What prevents you from getting your daily dose of physical activity? For some, lack of street lights, no sidewalks, or unsafe neighborhoods are reasons not to be active and should be addressed. http://bit.ly/2U8Gd1h #empoweredtoserve</p>	<p>Mid-Atlantic Region IG - @heartmaa TW - @midatlnticheart See list of local market accounts</p> <p>National Brand FB - @AmericanHeart TW - @American_Heart IG - @American_Heart</p> <p>EmPOWERED to Serve FB - @empoweredtoserve TW - @aha_empowered</p>
Urban Health Accelerator-HBCU	Image to be added to HBCU library .	<p>We're excited for the @aha_empowered Urban Health Accelerator-HBCU Showcase on 4/29. Learn more about how you can be a voice for change in your community at www.empoweredtoserve.org. #empoweredtoserve</p>	
Urban Health Accelerator-HBCU	Image to be added to HBCU library .	<p>It's almost time for the #EmPOWEREDToServe Urban Health Accelerator - HBCU Showcase. How will you be the voice for change? https://www.youtube.com/watch?v=jVea_TORMyY</p>	
Social Determinants of Health		<p>Where we live, learn, work and play can influence our ability to lower risk for heart disease and stroke. http://bit.ly/2U8Gd1h</p>	

MAY: Stroke Month + EmPOWERED To Serve

CAMPAIGN	CREATIVE	MESSAGE/CAPTION	ACCOUNTS TO TAG
Urban Health Accelerator-HBCU	Photo of community health project or an image in HBCU library .	The American Heart Association put the call out and we answered! Read about the first #EmPOWEREDToServe Urban Health Accelerator-HBCU Challenge. http://bit.ly/2U9GxwK	Mid-Atlantic Region IG - @heartmaa TW - @midatInticheart See list of local market accounts
Stroke MONTH		80% of strokes are preventable. Learn the signs of stroke so you can get help F.A.S.T. #EmPOWEREDToServe https://www.empoweredtoserve.org/en/community-resources/fast-stroke-resources	National Brand FB - @AmericanHeart TW - @American_Heart IG - @American_Heart
Urban Health Accelerator-HBCU	Photo of community health project or an image in HBCU library .	We're proud that our students are advocates for access to fresh fruits and vegetables, health care services, safe communities, and clean air. #EmPOWEREDToServe	EmPOWERED to Serve FB - @empoweredtoserve TW - @aha_empowered
Urban Health Accelerator-HBCU	AHA-produced video 	We're proud to be involved in the @American_Heart #EmPOWEREDToServe Urban Health Accelerator-HBCU Challenge. Together we are a force for change for a world of healthier lives.	
UHA		Community environments play an important role in health outcomes. People living just 5 miles apart can in some cases have a difference in life expectancy of more than 20 years due to factors such as economic stability, education, societal influences and health care. http://bit.ly/2U8Gd1h #empoweredtoserve	

JUNE: CPR Awareness + PRIDE Month + Fruits & Veggies

CAMPAIGN	CREATIVE	MESSAGE/CAPTION	ACCOUNTS TO TAG
CPR Awareness	Photo of community health project or an image in HBCU library .	African Americans have a higher lifetime risk of sudden cardiac arrest. Disparities in income and education, as well as hypertension, diabetes, and other risk factors, accounted for much of the difference in risk. heart.org/HandsOnlyCPR #CPRsavesLives #empoweredtoserve	Mid-Atlantic Region IG - @heartmaa TW - @midatlanticheart See list of local market accounts
PRIDE MONTH		Did you know that cardiovascular disease disproportionately affects members of the LGBTQ community http://bit.ly/2ibuA8x #empoweredtoserve #pridemonth	National Brand FB - @AmericanHeart TW - @American_Heart IG - @American_Heart
Urban Health Accelerator-HBCU	Image in HBCU library .	We are proud of our community and are working to get all of our neighbors healthy. Learn more about community-based solutions with #Empoweredtoserve. https://www.empoweredtoserve.org/en/events/urban-health-accelerator	EmPOWERED to Serve FB - @empoweredtoserve TW - @aha_empowered
Urban Health Accelerator-HBCU	Photo of community health project or an image in HBCU library .	Plagued by convenience stores and fast food restaurants, many urban communities like ours don't have easy access healthy food. Our students are working to change that (insert link to campus article or blog post) #empoweredtoserve	
Fruits and Veggies Month		Plagued by convenience stores and fast food restaurants, many urban communities, including our own are finding it more difficult to access healthy food and it's affecting our health. What's the solution? http://bit.ly/21pl31Y #empoweredtoserve #fruitsandveggiesmonth	

Thank you for teaming up with the American Heart Association and for serving your campus and community.

Together, we are a relentless force for a world of longer, healthier lives.