

Social Media Guide for WHV Partners

Social media is a great way to spread the word about your program and your extra commitment to serving Veterans. We've created this guide to help you share content about the work you're doing. Social media may seem daunting, but it's easier than you think – and we're here to help! Share this guide with your communications team, or feel free to take on the charge yourself.

Connect with us!

Facebook



Facebook.com/nhpco

Twitter



@nhpco_news

@wehonorveterans

Instagram



@nhpco

What makes a good social post?

- Successful content on social media is **shareable!**
- Original content should include video or **picture(s)**
- Original content should be **authentic, meaningful, and relevant**

Sample excellent WHV posts





Seasons Hospice
@SeasonsHospice

Follow

Across the country, we're doing our part to honor each #veteran patient on our service as #VeteransDay approaches. In #Pinellas, our team has assembled some favorite items from days of old to add to the pinning ceremonies that we'll be facilitating to honor our Veterans.

#hpm



AseraCare Hospice
@AseraCare

Follow

Our team was able to gather with members of the #VFW at the local Veterans Home to honor Eugene with a #WeHonorVeterans pinning ceremony. His daughter was able to be present for this special celebration. It is a great privilege to honor Eugene for his service and sacrifice. 🇺🇸🇺🇸🇺🇸



Social media checklist

- Take a photo – at an event, with your staff, with a Veteran patient (after completing appropriate release forms), with Veteran volunteers
- Tag We Honor Veterans, NHPCO, or your program (if using a personal account)
- Use the hashtags
 - o #WeHonorVeterans, #WHVets, #WHV

Template Posts

Use these samples as a guide and edit them for your program and voice.

We're at **XX Event** celebrating our Veteran patients. Thank you to all those who serve. We are proud to participate in the #WeHonorVeterans program as a Level **X** partner! #WHV

[Veteran Patient name] served **[description of service]**. Thank you, **[PT]**, for your service! We are honored to be on your care team. @wehonorveterans #WeHonorVets

As a Level **X** We Honor Veterans partner, we provide Veteran-centric care to patients like **[PT NAME]** who have served in the armed forces and their families. Thank you, **[PT]**, for your service. #WHV