

Social Media Sample Messages

Tips for promoting your facility's participation in the ACC Quality Improvement for Institutions program



ACC's Social Media Accounts

We encourage you to tag the American College of Cardiology (ACC) and use the hashtag #QualityImprovement on Facebook and Twitter so the ACC can help spread the word about your hospital's dedication to quality and participation in the Quality Improvement for Institutions program.

- **Twitter:** @ACCinTouch, #QualityImprovement
- **Facebook:** [Facebook.com/AmericanCollegeofCardiology](https://www.facebook.com/AmericanCollegeofCardiology), @American College of Cardiology, #QualityImprovement

Sample Messages: TWITTER

- We're committed to ensuring all of our heart patients receive the highest quality care **[link to article on your facility's participation]** #QualityImprovement
- Each year, millions of heart patients are admitted for treatment of heart disease. Here's how we're advancing cardiovascular care **[link to article on your facility's participation]**
- We're taking high quality cardiovascular care to the next level by participating in @ACCinTouch #QualityImprovement for Institutions
- Our cardiac care team is equipped with the latest scientific data & best practices, thanks to the @ACCinTouch #QualityImprovement program

Suggested tools for shortening links:

- Google URL Shortener: <http://goo.gl/>
- Bitly: <https://bitly.com>

Sample Messages: FACEBOOK

- Each year, millions of Americans are admitted for treatment of heart disease. At **[Facility Name]**, we are committed to ensuring all of our heart patients receive the best possible care. Recently, we took this commitment to the next level by becoming a member of the **@American College of Cardiology's** new Quality Improvement for Institutions program. Learn more **[Link to information about your participation in Quality Improvement for Institutions]**
- As a member of the **@American College of Cardiology's** new Quality Improvement for Institutions program, our cardiac care team, made up of surgeons, physicians, nurses, pharmacists and others, will now have access to programs and tools designed specifically to help them provide the best care possible, based on the latest scientific research. Learn more **[Link to information about your participation in Quality Improvement for Institutions]**
- Studies have shown that heart patients benefit from having a dedicated cardiac team help them during their stay at the hospital and as part of their transition from the hospital to their home. Our goal in participating in the **@American College of Cardiology's** Quality Improvement for Institutions program is to ensure that every patient who enters our doors receives the best care possible from a cardiac care team who is equipped with the latest scientific data and best practices. Learn more **[Link to information about your participation in Quality Improvement for Institutions]**

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