Sample Social Media Messages

Tips for promoting your hospital’s participation in the ACC Patient Navigator Program



ACC’s Social Media Accounts

We encourage you to tag the American College of Cardiology (ACC) on Facebook and Twitter and use the hashtag **#ACCPatientNavigator** so we can help spread the word about your hospital’s dedication to quality and participation in the program.

* **Twitter:** [@ACCinTouch](http://www.Twitter.com/accintouch), #ACCPatientNavigator
* **Facebook:** [Facebook.com/AmericanCollegeofCardiology](https://www.facebook.com/AmericanCollegeofCardiology), #ACCPatientNavigator

Social media questions? Contact Kim Kaylor at [kkaylor@acc.org](mailto:kkaylor@acc.org).

Sample Messages: TWITTER

* Proud to be 1 of 35 hospitals selected to help heart patients navigate their condition as part of the @ACCinTouch Patient Navigator Program
* Did you know heart failure is the # 1 reason for a hospital readmission? See how we’re tackling readmissions ***[link to article on your hospital’s participation]***
* What can you do to prevent readmissions? Get tips: ***[link to tips provided in sample patient newsletter article]*** #ACCPatientNavigator
* About 1 in 5 patients hospitalized w/ heart attack & 1 in 4 patients hospitalized w/ heart failure is readmitted within 30 days of discharge
* We're making hospitalizations less stressful & providing more support during the recovery period to reduce readmissions #ACCPatientNavigator
* Studies show patients benefit from hospital staff members dedicated to helping them transition from hospital to home #ACCPatientNavigator

Sample Messages: FACEBOOK

* Being hospitalized with a heart condition can be a stressful experience. The recovery process, which begins in the hospital and continues at home, can be equally stressful due to new medications, lifestyle changes and other concerns. At **[Your Hospital’s Name]**, you never have to go home feeling overwhelmed or alone because we’re one of 35 hospitals selected to participate in the @American College of Cardiology Patient Navigator Program. ***[Link to information about your participation in Patient Navigator program]***
* Did you know nearly 1 in 5 patients hospitalized with a heart attack and 1 in 4 patients hospitalized with heart failure returns to the hospital within 30 days of discharge? As one of 35 hospitals participating in the @American College of Cardiology Patient Navigator Program, we’re helping patients transition from hospital to home*.* ***[Link to information about your participation in Patient Navigator program]***
* Studies show that patients benefit from hospital staff members dedicated to helping them transition from hospital to home. That’s why we’ve established a care team designed to support patients with heart disease during their hospital stay and in the weeks after they are discharged as part of the @American College of Cardiology Patient Navigator Program. ***[Link to information about your participation in Patient Navigator program]***