



SOCIAL MEDIA MEMBERS TOOLKIT

March – May 2024

Social Media Members Toolkit

HealthPartners has created this social media toolkit for member charities to use and customize for their own use. We hope it helps you in supporting and promoting HealthPartners impact!

Background

As part of our partnership agreement, HealthPartners' member charities are asked to post regular content on social media promoting our partnership. In addition to following, liking and re-sharing our content on social media regularly, we are also excited to share with you some sample social media posts that we believe will support and encourage individuals to get involved with HealthPartners and amplify our collective impact in the community.

Social Media Objectives

- Promote and raise awareness of HealthPartners' positive impact for health charities.
- Promote the benefits and increase awareness of workplace giving campaigns.
- Get new audiences to sign up for HealthPartners' newsletter and/or volunteer.

Audience Targets

1. Health charity ecosystem: patients, caregivers, donors, health policy makers.
2. Employers: Prospective clients of workplace giving campaigns (leadership (C-suite, CSR or HR leads) of medium sized employers in financial services, technology, life sciences).

Tips and Tricks

- Make sure you are using the most up-to-date toolkit (please refer to the date range above)
- Please mention or tag HealthPartners so we can reshare your post.
- HealthPartners' is active on LinkedIn, Instagram and Facebook.
 - LinkedIn: [HealthPartners – PartenaireSanté](#)
 - Instagram: [healthpartners.partenairesante](#)
 - Facebook: [HealthPartners - PartenaireSanté](#)



Messaging and Graphics

Graphics

Link to access assets:

<https://www.dropbox.com/scl/fo/7hx8eaghwclmu4hpamii3/h?rlkey=wht5rwdjuig66szgsolb5rurp&dl=0>

LinkedIn Posts

Copy	Graphic
<p>English:</p> <p>Thanks to HealthPartners' fundraising support, more than \$220 million has been raised for our 17 member charities since the partnership began.</p> <p>At [insert your organization's name], we've utilized this funding for [insert specific or high-level initiatives that have been accomplished].</p> <p>Stay in the loop on our impactful work with HealthPartners: https://healthpartners.ca/sign-up-for-our-newsletter/</p> <p>#CommunitySupport #MakingADifference</p> <p>Français:</p> <p>Grâce au soutien de Partenairesanté en matière de collecte de fonds, plus de 220 millions de dollars ont été collectés pour nos 17 organisations caritatives membres depuis le début du partenariat.</p> <p>Chez [insérer le nom de votre organisation], nous avons utilisé ces fonds pour [insérer les initiatives spécifiques ou de haut niveau qui ont été réalisées].</p> <p>Restez au courant de l'impact de notre travail avec Partenairesanté : https://partenairesanté.ca/sign-up-for-our-newsletter/</p> <p>#SoutienCommunautaire #FaireLaDifférence</p>	 <p>The English version of the graphic features the HealthPartners logo at the top. Below it, a blue rounded rectangle contains the text 'We raised over \$220 Million' in white. Underneath, a dark blue rounded rectangle contains the text 'for our 17 member charities since our partnership began.' in white.</p>  <p>The French version of the graphic features the Partenairesanté logo at the top. Below it, a blue rounded rectangle contains the text 'Nous avons levé plus de 220\$ millions' in white. Underneath, a dark blue rounded rectangle contains the text 'pour nos 17 organismes de bienfaisance membres depuis le début de notre partenariat.' in white.</p>

English:

Did you know that [insert name of organization] greatly benefits from the Government of Canada's annual workplace giving campaign, the GCWCC, through our partnership with HealthPartners?

As this year's GCWCC comes to an end and the numbers come pouring in, we are seeing tremendous participation rates across departments! Thank you to all those who participated in this year's GCWCC campaign. We look forward to the final fundraising announcement later this year.

#WorkplaceGiving #GCWCCMatters

Français:

Saviez-vous que [insérer le nom de l'organisation] bénéficie grandement de la campagne annuelle de dons en milieu de travail du gouvernement du Canada, la CCMTGC, grâce à notre partenariat avec PartenaireSanté?

Comme la CCMTGC tire à sa fin, nous commençons à voir le volume de dons ainsi que les taux de participation extraordinaires à travers tous les départements!

Merci à tous ceux qui ont participé à la CCMTGC cette année. Nous attendons avec impatience l'annonce finale de la levée de fonds.

#DonEnMilieuDeTravail #CCMTGCEstImportant



Impactful Partnership.

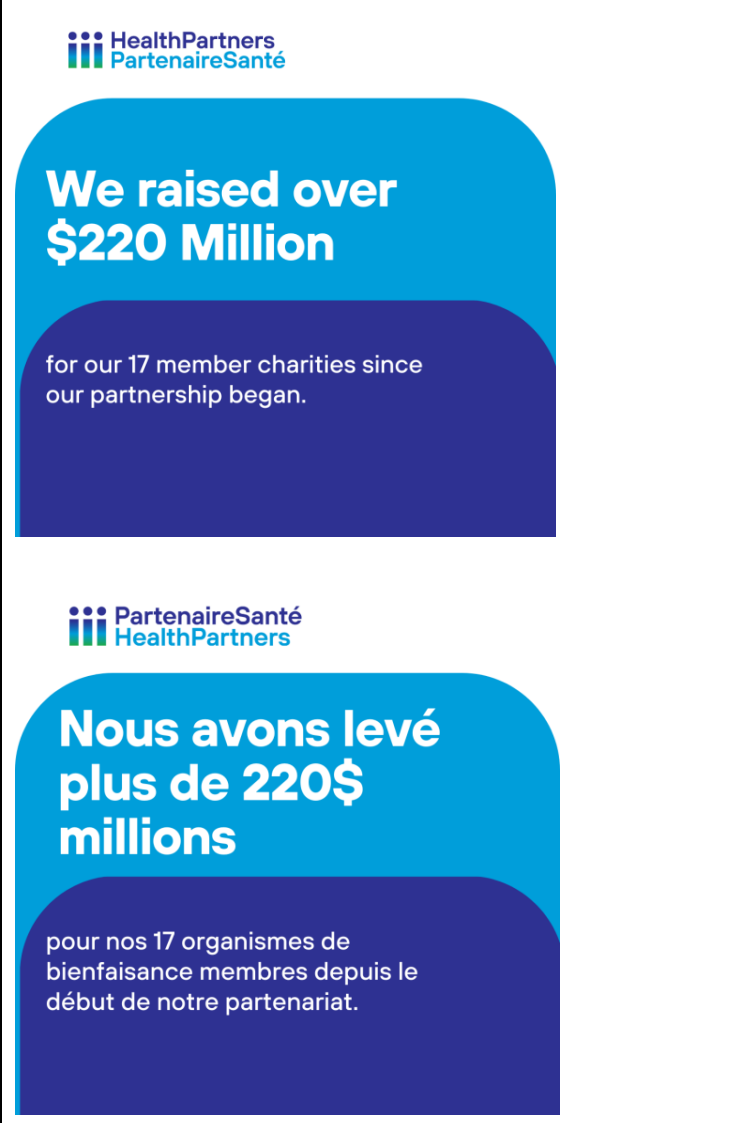
Celebrating our collective success in this year's GCWCC, fueled by HealthPartners.



Partenariat Significatif.

Nous célébrons notre succès collectif dans le cadre de la CCMTGC 2023, grâce à PartenaireSanté.

Instagram Posts

	Graphic
<p>English:</p> <p>Thanks to HealthPartners' fundraising support, more than \$220 million has been raised for our 17 member charities since the partnership began.</p> <p>At [insert your organization's name], we've used this money for [insert specific or high-level initiatives that have been accomplished].</p> <p>Stay in the loop on the impactful work being done at HealthPartners today by visiting the link in our bio.</p> <p>#CommunitySupport #MakingADifference</p> <p>Français:</p> <p>Grâce au soutien de Partenairesanté en matière de collecte de fonds, plus de 220 millions de dollars ont été collectés pour nos 17 organisations caritatives membres depuis le début du partenariat.</p> <p>À [insérer le nom de votre organisation], nous avons utilisé cet argent pour [insérer les initiatives spécifiques ou de haut niveau qui ont été accomplies].</p> <p>Restez au courant des initiatives de PartenaireSanté en visitant le lien dans notre bio.</p> <p>#SoutienCommunautaire #FaireLaDifférence</p>	 <p>The table contains two rows of content for Instagram posts. The first row is for English and the second for French. Each row has a text column on the left and a graphic column on the right. The English text describes the fundraising success and provides a placeholder for the organization's name and specific initiatives. The French text is a direct translation. The English graphic shows a blue and purple design with the text 'We raised over \$220 Million' and a smaller text box below it. The French graphic is similar but in French.</p>

English

Did you know that [insert name of organization] greatly benefits from the Government of Canada's annual workplace giving campaign, the GCWCC, through our partnership with HealthPartners?

As this year's GCWCC campaign comes to an end and the numbers come pouring in, we are seeing tremendous participation rates across departments! 🎉

Thank you to all those who participated in this year's GCWCC campaign. We look forward to the final fundraising announcement later this year.

#Workplacegiving #GCWCCMatters

French:

Saviez-vous que [insérer le nom de l'organisation] bénéficie grandement de la campagne annuelle de dons en milieu de travail du gouvernement du Canada, la CCMTGC, grâce à notre partenariat avec PartenaireSanté?

Comme la CCMTGC tire à sa fin, nous commençons à voir le volume de dons ainsi que les taux de participation extraordinaires à travers tous les départements!

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Partenariat Significatif.

Nous célébrons notre succès collectif dans le cadre de la CCMTGC 2023, grâce à PartenaireSanté.

Facebook Posts

Copy

English:

We're grateful for the ongoing support from HealthPartners! They've raised more than \$220 million for our 17 member charities since the partnership began.

At [insert your organization's name], we've utilized this funding for [insert specific or high-level initiatives that have been accomplished].

Stay updated on the impactful work being done at HealthPartners: <https://healthpartners.ca/sign-up-for-our-newsletter/>

#CommunitySupport #MakingADifference

French:

Nous sommes reconnaissants du soutien constant de PartenaireSanté! Ils ont collecté plus de 220 millions de dollars pour nos 17 organisations caritatives membres depuis le début du partenariat.

À [insérer le nom de votre organisation], nous avons utilisé ces fonds pour [insérer les initiatives spécifiques ou de haut niveau qui ont été accomplies].

Tenez-vous au courant du travail remarquable accompli par PartenaireSanté : <https://healthpartners.ca/sign-up-for-our-newsletter/>

#SoutienCommunautaire #FaireLaDifférence

Graphic





**We raised over
\$220 Million**

for our 17 member charities since
our partnership began.



**Nous avons levé
plus de 220\$
millions**

pour nos 17 organismes de
bienfaisance membres depuis le
début de notre partenariat.

<p>Did you know that [insert name of organization] greatly benefits from the Government of Canada's annual workplace giving campaign, the GCWCC, through our partnership with HealthPartners?</p> <p>As this year's GCWCC campaign comes to an end and the numbers come pouring in, we are seeing tremendous participation rates across departments! Thank you to all those who participated in this year's GCWCC campaign. We look forward to the final fundraising announcement later this year.</p> <p>#Workplacegiving #GCWCCMatters</p> <p>French:</p> <p>Saviez-vous que [insérer le nom de l'organisation] bénéficie grandement de la campagne annuelle de dons en milieu de travail du gouvernement du Canada, la CCMTGC, grâce à notre partenariat avec PartenaireSanté?</p> <p>Comme la CCMTGC tire à sa fin, nous commençons à voir le volume de dons ainsi que les taux de participation extraordinaires à travers tous les départements!</p> <p>Merci à tous ceux qui ont participé à la CCMTGC cette année. Nous attendons avec impatience l'annonce finale de la levée de fonds.</p> <p>#DonEnMilieuDeTravail #CCMTGCEstImportant</p>	<div data-bbox="820 338 1331 850">  <h3>Impactful Partnership.</h3> <p>Celebrating our collective success in this year's GCWCC, fueled by HealthPartners.</p> </div> <div data-bbox="820 884 1360 1425">  <h3>Partenariat Significatif.</h3> <p>Nous célébrons notre succès collectif dans le cadre de la CCMTGC 2023, grâce à PartenaireSanté.</p> </div>