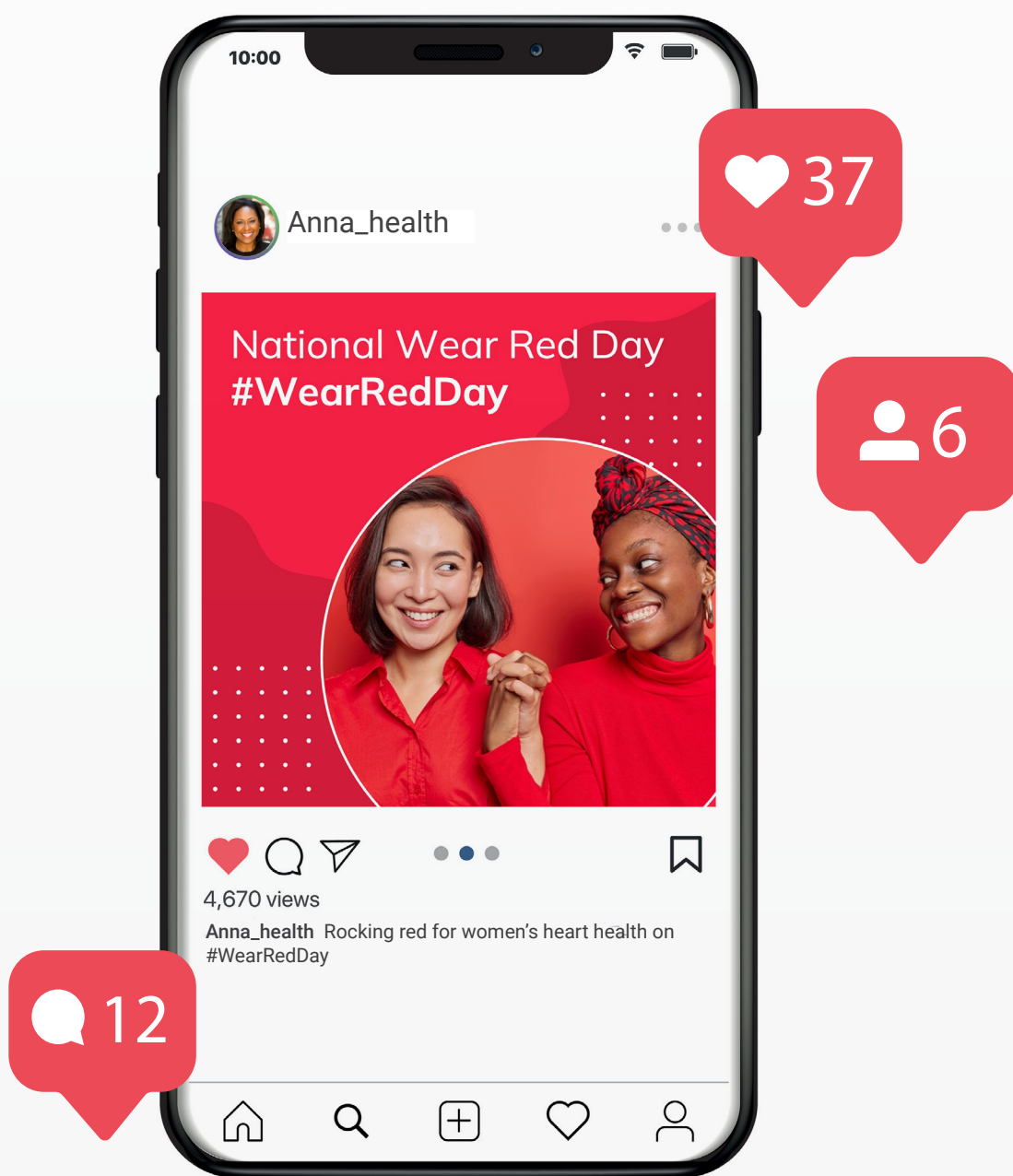


Get Social for Heart Month

Social strategy that you can use for American Heart Month and National Wear Red Day®



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Join Hello Heart, the American Heart Association, and organizations around the country throughout February and on National Wear Red Day® – Friday, February 3 – to bring greater attention to heart disease, the leading cause of death for Americans.

Use these resources to help your members understand the risks and motivate them to protect their hearts.

How to Engage Your Members on Social Media

1. Post a Photo for National Wear Red Day

Share your team photo for a chance for a \$5,000 donation made to the American Heart Association on your company's behalf.

National Wear Red Day is a part of the American Heart Association's Go Red for Women® initiative. Share your team photo (a collage or a group photo) of your company's employees wearing red on National Red Day (February 3) on LinkedIn and tag [@Hello Heart](#) and use these hashtags for chance to win: #WearRedDay #HelloRedDay #HeartMonth #LoveYourHeart

Create Your Own Social Media Graphic

Create a customized social media graphic by adding your team photo to these [PowerPoint templates](#), or share the file with your members so that they can create their own to post. Here's how:

Step 1: Open the PowerPoint document.

Step 2: View your template options on each slide and select your favorite.

Step 3: Add your photo by clicking the icon in the template.

Step 4: Save your custom National Wear Red Day graphic and share it across social media.

2. Encourage Your Members to Share Their Stories

Everyone knows someone impacted by a heart condition or heart disease. Encourage your members to share their personal stories.

On your company LinkedIn page, encourage employees to share how heart disease or other heart conditions have impacted their life in the comments. Use these hashtags – #HeartMonth #LoveYourHeart #FromtheHeart – to help raise awareness about the importance of heart health.

Create Your Own Social Media Graphic

Share this [PowerPoint template](#) with your members so that they can create their own customized social media graphic to post. Here's how:

Step 1: Open the PowerPoint document.

Step 2: View your template options on each slide and select your favorite.

Step 3: Add your photo by clicking the icon in the template.

Step 4: Save your custom graphic and share it with your story across social media.

Sample Social Media Posts

Use these [sample posts](#) and [images](#) throughout American Heart Month and on National Wear Red Day, with the recommended hashtags included, and tag us [@Hello Heart](#) on LinkedIn or [@helloheartapp](#) on Twitter.