

presents



HEART FAILURE

AWARENESS WEEK • MAY 1-7, 2023

IT'S NOT NORMAL TO BE BREATHLESS

in partnership with



SOCIAL MEDIA TOOLKIT

Help raise awareness about heart failure



Join the conversation during the fifth annual **Canadian Heart Failure Awareness Week May 1-7, 2023**. Your social media platforms are the perfect tool to reach a large audience and educate people about heart failure. This toolkit will provide you with tips and tools to use in your social and digital documentation (Facebook, Twitter, Instagram, LinkedIn).

Official Canadian Heart Failure Awareness Week Hashtag:

Use hashtag **#HeartFailureWeekCan** to spread the word.

Sample Posts for Social Media

Reach your followers and raise awareness by using any of the following ready-to-use post or customize them to fit your own voice or your organization's goals.

Platform	Draft Post	Link	Suggested Graphic
THEME: General Promo			
Twitter	<p>Save the Date </p> <p>The 5th annual Heart Failure Awareness Week is May 1-7, 2023 and this year's theme is "It's not normal to be breathless".</p> <p>Join the conversation by using #HeartFailureWeekCan</p>	<p>https://heartfailure.ca/education/national-heart-failure-awareness-week</p>	<p>General Promo</p>
Other Platforms	<p>Save the Date </p> <p>The 5th annual Heart Failure Awareness Week is May 1-7, 2023 and this year's theme is "It's not normal to be breathless".</p> <p>Join the conversation on Twitter by using #HeartFailureWeekCan</p>	<p>https://heartfailure.ca/education/national-heart-failure-awareness-week</p>	<p>General Promo</p>



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Platform	Draft Post	Link	Suggested Graphic
THEME: For Medical Professionals			
Twitter	<p>#DYK that #HeartFailure is on the rise in Canada & around the world?</p> <p>It's now more important than ever to raise awareness among patients/families. That's what we'll be tackling with @CanHFSociety this #HeartFailureWeekCan. Join us May 1-7th to take action on heart failure.</p>	https://heartfailure.ca/education/national-heart-failure-awareness-week	General Promo
Other Platforms	<p>Did you know that heart failure is on the rise in Canada and around the world?</p> <p>It's now more important than ever to raise awareness among patients and their families. That's what we'll be tackling this Heart Failure Awareness Week with the Canadian Heart Failure Society.</p> <p>Join us from May 1st through 7th to take action on heart failure.</p>	https://heartfailure.ca/education/national-heart-failure-awareness-week	General Promo
THEME: Government Recognition			
Twitter	<p>It's official: The Government of Canada recognizes May 1-7th as #HeartFailureWeekCan to raise awareness of #heartfailure, which is on the rise in 🇨🇦</p> <p>You can help by sharing our message: it's not normal to be breathless! The 750K Canadians living with #heartfailure will thank you 🙏</p>	https://heartfailure.ca/education/national-heart-failure-awareness-week	General Promo
Other Platforms	<p>It's official: the Government of Canada has recognized May 1-7th, 2023 as Heart Failure Awareness Week to raise awareness of heart failure, which is on the rise in Canada.</p> <p>You can help by sharing our message: it's not normal to be breathless! The 750,000 Canadians living with heart failure (and their loved ones) will thank you 🙏</p>	https://heartfailure.ca/education/national-heart-failure-awareness-week	General Promo
THEME: Tools Promo			
Twitter	<p>It's NOT normal to be breathless! #HeartFailureWeekCan is May 1-7 & now's the time to inspire people to take action on this complex condition.</p> <p>Check out @CanHFSociety's handout, poster + an event planning kit to help you organize your own events. Visit heartfailure.ca.</p>	https://heartfailure.ca/education/national-heart-failure-awareness-week	General Promo
Other Platforms	<p>It's NOT normal to be breathless! Heart Failure Awareness Week is coming up from May 1-7th 2023 and now is the time to educate and inspire people to take action on this complex condition.</p> <p>Visit heartfailure.ca to download the handout, poster, and event planning kit and help spread the word about heart failure!</p>	https://heartfailure.ca/education/national-heart-failure-awareness-week	General Promo



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Platform	Draft Post	Link	Suggested Graphic
THEME: Common Risks & Symptoms			
Twitter	<p>It's NOT normal to be breathless! This #heartfailureweek can take the time to know the symptoms & common risks of #heartfailure.</p> <p>Learn more at heartfailure.ca</p>	<p>https://heartfailure.ca/education/national-heart-failure-awareness-week</p>	<p>Symptoms</p> <p>Common Risks</p>
Other Platforms	<p>Did you know that it's not normal to be breathless? This Heart Failure Awareness Week take the time to know the symptoms, and common risks of heart failure.</p> <p>Symptoms:</p> <ul style="list-style-type: none"> Breathlessness or shortness of breath Swelling in legs or abdomen Fatigue & lack of energy <p>Common risks:</p> <ul style="list-style-type: none"> Diabetes Coronary artery disease High blood pressure <p>Learn more at heartfailure.ca.</p>	<p>https://heartfailure.ca/education/national-heart-failure-awareness-week</p>	<p>Symptoms</p> <p>Common Risks</p>

Be sure to follow [@CanHFSociety](#) and the following HFAW partner organizations :

[@SCC_CCS](#)

[@CanHFSociety](#)

[@HeartLifeCanada](#)

[@HeartandStroke](#)

[@PHRIresearch](#)

[@CACPR_1](#)

[@CCCNurses](#)

[@SQIC_QHFS](#)

[@trogersresearch](#)

Thank you for supporting Canadian Heart Failure Awareness Week 2023!

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