**Transgender and non-binary people's experiences of GP access**

**Social media messaging:**

**You can use the messaging below for your social media platforms. Ensure that you edit the highlighted sections to make the copy specific to you.**

**For this campaign, we suggest only using Instagram and LinkedIn.**

**Full URL:** <https://www.smartsurvey.co.uk/s/HealthwatchEnglandTransGP/>

**Short URL:** <https://bit.ly/HealthwatchTransGPSurvey>

**Instagram**

**The copy options below have been written with your public audiences in mind. You can edit the copy to make it specific to your Healthwatch.**

**Hashtags:** Use the below hashtags in your Instagram posts.

#Healthwatch #TransRights #NonBinary #TransCommunity #HealthcareForAll #InclusiveCare #TransHealthcare #TransVoices #LGBTQHealth

**Option 1:**

Your voice matters! Everyone deserves respect when seeking GP care. If you're trans or non-binary, please take our quick survey to help improve GP services for trans+ people. Click the link (in our bio) to have your say on your care.

**Option 2:**

Calling all trans and non-binary people in [your local area]! Your GP experiences matter. Share your experiences with us through our quick, confidential survey to help improve how GPs care for trans+ people. Click the link (in our bio) to have your say on your care.

**Option 3:**

If you're trans or non-binary, we want to hear from you. Your experiences of GP care can help us shape more inclusive services to meet the trans+ community’s healthcare needs. Our confidential survey takes just a few minutes to fill in. Click the link (in our bio) to have your say on your care.

**Option 4:**

Take a few minutes to fill in our confidential survey today and help improve trans+ GP care in [your local area]. Take part and have your say on your care by clicking the link (in our bio).

## **LinkedIn**

**The copy below has been written with your professional/partner audiences in mind. You can edit the copy to make it specific to your Healthwatch.**

Could you help us learn more about trans and non-binary (sometimes referred to as trans+) people’s experiences of GP care?

Understanding the healthcare experiences of trans+ people helps us call for more inclusive services.

Our new survey focuses on trans+ people’s experiences of using GP services – often the first stop on any healthcare journey.

We want to build on research by the LGBT Foundation and TransActual and improve awareness of trans+ people’s experiences of healthcare. And we need your help.

It’s vital that we gather as many trans and non-binary people’s experiences as possible to understand the services they are currently navigating.

Share our survey link with your professional networks and help give trans+ people a voice in their care.

<https://bit.ly/HealthwatchTransGPSurvey>