# Winter marketing campaign

## About the campaign

We have designed this social media campaign to help you market your local Healthwatch this winter.

We will be running the campaign on our channels from **4th November** for 13 weeks (With a break for the week of Christmas).

## What have we created for you?

In this document you will find:

* Messaging matrix to help you plan your social media content.
* Links to the Canva files for you to download assets.
* How to guide for pulling these assets from Canva and updating with your logos.

## Why should you run this campaign?

NHS and social care services already face high demand. This winter, pressure on care could be even more significant, and compounded by:

* The existing backlog of care, with waiting lists for elective care at record levels
* New waves of flu and other winter illnesses
* The cost-of-living crisis continuing, with more people physically and mentally affected by cold weather because they've had to cut back on food and heating

We are looking to help promote our service so that we can help support health and care services by:

* Using the experiences that people share with you to help services spot and address issues.
* Providing advice that helps people stay well and use services effectively.
* Supporting the broader community response to protect your communities' health if you can.

This campaign is designed to highlight our service, including:

* The advice and information we offer to the public.
* How we are making a difference to health and care services.
* Encouraging more people to share feedback with us.
* Encouraging people to volunteer with us.

## How to download these Canva assets and amend the logo

Each suggested copy below accompanies the matching Canva asset links.

1. Click on the link – canva will open a view only version of the asset
2. Click on file (top left corner)
3. Make a copy – you will be able to edit this
4. If you wish to do so - replace our logo with your local Healthwatch
5. Click on share (top right corner)
6. Download

## Messaging matrix

Suggested social media copy that we are using is below.

Please remember to update the links to go to your own website where possible. The asset links go to the relevant Canva templates – but for anyone not using Canva, you can download these from Brandstencil too. The names in the asset column of the table are the same as the file / folder names in the Brandstencil zip file so you can easily match up the correct assets.

Each week we will focus on one topic about the service we offer.

* Week one – advice and information
* Week two – sign up email
* Week three – have your say
* Week four – advice and information
* Week five – have your say
* Week six – volunteer
* Week seven – impact
* Week eight – Christmas content break
* Week nine – have your say
* Week ten – advice and information
* Week 11 – impact
* Week 12 – have your say
* Week 13 – advice and information

Please remember to add alt text to all the assets when you schedule them. For these text based assets, we suggest you use the text from the image as your alt text.

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| **Week one – advice and information** | | |
| Channel | Social copy | Asset |
| Facebook | Feeling confused about your options this winter? There is so much information online, it’s hard to know who to trust.  That’s why we provide information and advice you can rely on. Check out our articles - <https://www.healthwatch.co.uk/advice-and-information> | [Advice and info – Facebook - Video](https://www.canva.com/design/DAFxyrS9XD8/0BtozNY9qYbrcV6nt28YwA/edit?utm_content=DAFxyrS9XD8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) |
| Instagram | Knowing who to trust for information about your healthcare can be daunting.  Don’t worry – this winter we have it covered. You can rely on our information articles.  #Healthwatch #WinterHelp #AdviceAndInformation  <https://www.healthwatch.co.uk/advice-and-information> | [Advice and info - Instagram - Carousel](https://www.canva.com/design/DAFxyVdr87Y/jlcLIXvFcish6LRy-EpcZQ/edit?utm_content=DAFxyVdr87Y&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) |
| Twitter | Healthcare can be confusing. That’s why this winter you can rely on us for information you can trust.  Check out our articles today <https://www.healthwatch.co.uk/advice-and-information>  #Healthwatch #WinterHelp | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset one “We have information and advice you can trust” |
| Instagram story | Just need to add a link sticker at the point of upload linking to your advice and information landing page | [Winter marketing assets – Instagram Stories](https://www.canva.com/design/DAGUTgXpfqk/ln8TVjPCUhCVA_I9wnq7yA/edit?utm_content=DAGUTgXpfqk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset one “we have information and advice you can trust” |

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| **Week two – Sign up** | | |
| Channel | Social copy | Asset |
| Facebook | Thanks to millions of people telling us about their experiences of health and social care services, we have been able to champion big changes.  Sign up to hear about how your feedback makes a difference. [Sign-up for the latest news (mailchi.mp)](https://mailchi.mp/healthwatch/newssignup) | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset two “Get the latest news straight to your inbox” |
| Instagram | Thanks to millions of people telling us about their experiences of health and social care services, we have been able to champion big changes.  Sign up to hear about how your feedback makes a difference.  #Healthwatch #WinterHelp #MakingADifference #NHS #SocialCare  [Sign-up for the latest news (mailchi.mp)](https://mailchi.mp/healthwatch/newssignup) | [Winter marketing assets – Instagram feed](https://www.canva.com/design/DAGUTj2b4OU/9ITqW5rBHofRBRCNRxaGDA/edit?utm_content=DAGUTj2b4OU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset one “Get the latest news straight to your inbox” |
| Twitter | Working together with services, we have been able to use the experiences people shared with us to improve care for everyone.  Sign up to find out how your feedback creates change [Sign-up for the latest news (mailchi.mp)](https://mailchi.mp/healthwatch/newssignup)  #Healthwatch #WinterHelp | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset two “Get the latest news straight to your inbox” |
| Instagram story | Just need to add a link sticker at the point of upload linking to your mailing list sign up form. | [Winter marketing assets – Instagram Stories](https://www.canva.com/design/DAGUTgXpfqk/ln8TVjPCUhCVA_I9wnq7yA/edit?utm_content=DAGUTgXpfqk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset two “Get the latest news straight to your inbox” |

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| **Week three – have your say** | | |
| Channel | Social copy | Asset |
| Facebook | Are you struggling for an appointment to see your GP or dentist this winter? Then tell us about your experience.  We are your health and social care champion and sharing feedback with us helps improve care for everyone. Share your story today. [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset three “Help support the NHS this winter by sharing feedback with us” |
| Instagram | Are you struggling for an appointment to see your GP or dentist this winter?  Then tell us about your experience. We are your health and social care champion and sharing feedback with us helps improve care for everyone. Share your story today.  #Healthwatch #WinterHelp #ShareYourExperience #NHS #SocialCare  [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) | [Winter marketing assets – Instagram feed](https://www.canva.com/design/DAGUTj2b4OU/9ITqW5rBHofRBRCNRxaGDA/edit?utm_content=DAGUTj2b4OU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Image asset two “Help support the NHS this winter by sharing your feedback with us”) |
| Twitter | Are you struggling for an appointment with your GP or dentist?  Tell us about your experience this winter and help us create change. [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say)  #Healthwatch #WinterHelp | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset three “Help support the NHS this winter by sharing feedback with us” |
| Instagram story | Just need to add a link sticker at the point of upload linking to your feedback form (Or Healthwatch England form). | [Winter marketing assets – Instagram Stories](https://www.canva.com/design/DAGUTgXpfqk/ln8TVjPCUhCVA_I9wnq7yA/edit?utm_content=DAGUTgXpfqk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset three “Help support the NHS this winter by sharing feedback with us” |

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| **Week four – advice and information** | | |
| Channel | Social copy | Asset |
| Facebook | We know that healthcare can be confusing. That’s why our advice and information breaks down what you can expect from NHS and social care services.  This winter we have lots of advice to help you stay well throughout the colder months – helping both your physical and mental health. Check out our articles to get the help you need. <https://www.healthwatch.co.uk/winter-health-advice-and-guidance> | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset four: Our advice is independent and jargon free” |
| Instagram | We know that healthcare can be confusing. That’s why our advice and information breaks down what you can expect from NHS and social care services.  Whether you need support with your physical health or mental health – this winter we’ve got you covered.  #NHSjargon #Healthwatch #AdviceAndInformation #WinterHelp  <https://www.healthwatch.co.uk/winter-health-advice-and-guidance> | [Winter marketing assets – Instagram feed](https://www.canva.com/design/DAGUTj2b4OU/9ITqW5rBHofRBRCNRxaGDA/edit?utm_content=DAGUTj2b4OU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset three: “Our advice is independent and jargon free” |
| Twitter | We know that healthcare can be confusing – so our advice breaks down what you can expect.  Whether you need support with your mental or physical health this winter, we’ve got help for you. #Healthwatch #WinterHelp  <https://www.healthwatch.co.uk/winter-health-advice-and-guidance> | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset four: Our advice is independent and jargon free” |
| Instagram story | Just need to add a link sticker at the point of upload linking to advice and information content on your own platform or on Healthwatch England website. | [Winter marketing assets – Instagram Stories](https://www.canva.com/design/DAGUTgXpfqk/ln8TVjPCUhCVA_I9wnq7yA/edit?utm_content=DAGUTgXpfqk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset four: Our advice is independent and jargon free” |

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| **Week five – share your experience** | | |
| Channel | Social copy | Asset |
| Facebook | Wherever you live, whatever your circumstances – this winter we’re here for you. Sharing your experiences of care is completely confidential – it won’t affect your care, and better still it only takes a few minutes.  Share your recent experiences and help us tell services what is good, or what could have been better.  [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset five: “Sharing feedback is easy and confidential” |
| Instagram | Wherever you live, whatever your circumstances – this winter we’re here for you. Sharing your experience of care with us is completely confidential – so you can be sure it won’t affect your care. Better still, it only takes a few minutes of your time!  Sharing your experiences allows us to tell services what was good, or what could have been better. Why wait – share today!  #Healthwatch #NHSfeedback #WinterHelp  [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) | [Winter marketing assets – Instagram feed](https://www.canva.com/design/DAGUTj2b4OU/9ITqW5rBHofRBRCNRxaGDA/edit?utm_content=DAGUTj2b4OU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset four: “Sharing feedback is easy and confidential” |
| Twitter | Wherever you live, whatever your circumstance – we’re here for you this winter. Sharing feedback can make a big difference helping services to understand what could have been better.  [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say)  #Healthwatch #WinterHelp | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset five: “Sharing feedback is easy and confidential” |
| Instagram story | Just need to add a link sticker at the point of upload linking to feedback form. | [Winter marketing assets – Instagram Stories](https://www.canva.com/design/DAGUTgXpfqk/ln8TVjPCUhCVA_I9wnq7yA/edit?utm_content=DAGUTgXpfqk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset five: “Sharing feedback is easy and confidential” |

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| **Week six – volunteering** | | |
| Channel | Social copy | Asset |
| Facebook | Our volunteers are at the heart of what we do and play a vital role in helping people to have their say on health and social care.  So, if you’re looking for a new challenge, get in touch today. <https://www.healthwatch.co.uk/volunteer> | [Volunteering - Facebook - Video](https://www.canva.com/design/DAFxygU5nxU/8NxGjXNq8a8gl52B5a78Rw/edit?utm_content=DAFxygU5nxU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) |
| Instagram | Our volunteers are at the heart of what we do and play a vital role in helping people to have their say on health and social care.  So, if you’re looking for a new challenge, get in touch today.  #Healthwatch #WinterHelp #Volunteering #NHS #SocialCare  <https://www.healthwatch.co.uk/volunteer> | [Volunteering - Instagram - Carousel](https://www.canva.com/design/DAFxyYuyWPI/NTMHm3hRdZBFcmA4Is8ceg/edit?utm_content=DAFxyYuyWPI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) |
| Twitter | Want a new challenge? Our volunteers play a vital role in helping people have their say.  Join our team of incredible volunteers and make a difference. <https://www.healthwatch.co.uk/volunteer>  #Healthwatch #Volunteering | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset six “Thank you to our amazing volunteers” |
| Instagram story | Just need to add a link sticker at the point of upload linking to Healthwatch England volunteering page, or your own local version. | [Winter marketing assets – Instagram Stories](https://www.canva.com/design/DAGUTgXpfqk/ln8TVjPCUhCVA_I9wnq7yA/edit?utm_content=DAGUTgXpfqk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset six “Thank you to our amazing volunteers” |

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| **Week seven – impact** | | |
| Channel | Social copy | Asset |
| Facebook | Your feedback really does have the power to change health and social care services across the country. Every story shared with us this winter helps decision makers and NHS leaders to see what is working and where changes need to happen.  Thanks to your feedback we have been able to champion big healthcare changes throughout the years, from making hospital discharge safer to better NHS admin – all are a result of your feedback.  <https://www.healthwatch.co.uk/our-impact> | [Impact - Video - Facebook](https://www.canva.com/design/DAFyGB6AF0g/JFmjeVoPbhuYYk6aNCaX_A/edit?utm_content=DAFyGB6AF0g&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) |
| Instagram | Your feedback really does have the power to change health and social care services across the country. Every story shared with us this winter helps decision makers and NHS leaders to see what is working and where changes need to happen.  Thanks to your feedback we have been able to champion big healthcare changes throughout the years – find out how…  #Healthwatch #MakingADifference #NHS #SocialCare #ChampioningChange  <https://www.healthwatch.co.uk/our-impact> | [Impact - carousel - Instagram](https://www.canva.com/design/DAFyFRyi73c/5cJ-0xqlCMZKb1LIr1i6cQ/edit?utm_content=DAFyFRyi73c&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) |
| Twitter | Your feedback this winter has the power to change health and social care services across England. Find out how - <https://www.healthwatch.co.uk/our-impact> | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset seven "Your feedback makes a difference" |
| Instagram story | Just need to add a link sticker at the point of upload linking to either the Healthwatch England impact page or your local version. | [Winter marketing assets – Instagram Stories](https://www.canva.com/design/DAGUTgXpfqk/ln8TVjPCUhCVA_I9wnq7yA/edit?utm_content=DAGUTgXpfqk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset seven "Your feedback makes a difference” |

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| **Week eight – Christmas break** |

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| **Week nine – have your say** | | |
| Channel | Social copy | Asset |
| Facebook | Health and social care services face big challenges this winter to help ensure everyone gets access to the help and care they need.  Have you recently had to wait for care, or struggled to access a service you needed? Tell us about your recent experience so that we can help services improve the support they give people.  [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset eight "Have you recently had to wait for care…" |
| Instagram | Health and social care services face big challenges this winter to help ensure everyone gets access to the help and care they need.  Have you recently had to wait for care, or struggled to access a service you needed? Tell us about your recent experience so that we can help services improve the support they give people.  #Healthwatch #WinterHelp #NHS #SocialCare #ShareYourExperience  [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) | [Winter marketing assets – Instagram feed](https://www.canva.com/design/DAGUTj2b4OU/9ITqW5rBHofRBRCNRxaGDA/edit?utm_content=DAGUTj2b4OU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset five "Have you recently had to wait for care…" |
| Twitter | Health and social care services face big challenges this winter.  Tell us about your recent experience so that we can help services improve the support they give people. [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say)  #Healthwatch #WinterHelp | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset eight "Have you recently had to wait for care…" |
| Instagram story | Just need to add a link sticker at the point of upload linking to your feedback form (or Healthwatch Englands). | [Winter marketing assets – Instagram Stories](https://www.canva.com/design/DAGUTgXpfqk/ln8TVjPCUhCVA_I9wnq7yA/edit?utm_content=DAGUTgXpfqk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset eight "Have you recently had to wait for care…" |

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| **Week ten – advice and information** | | |
| Channel | Social copy | Asset |
| Facebook | If you need advice or support on NHS or social care this winter, you can turn to us. We have up-to-date advice you can rely on that is simple and easy to understand.  Check out the range of topics we have to help you help on our website [www.healthatch.co.uk/advice-and-information](http://www.healthatch.co.uk/advice-and-information) | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset nine "Our up-to-date advice is simple and…" |
| Instagram | If you need advice or support on NHS or social care this winter, you can turn to us. We have up-to-date advice you can rely on that is simple and easy to understand.  Check out the range of topics we have to help you on our website.  #Healthwatch #WinterHelp  #NHS #SocialCare #AdviceAndInformation  [www.healthatch.co.uk/advice-and-information](http://www.healthatch.co.uk/advice-and-information) | [Winter marketing assets – Instagram feed](https://www.canva.com/design/DAGUTj2b4OU/9ITqW5rBHofRBRCNRxaGDA/edit?utm_content=DAGUTj2b4OU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset six "Our up-to-date advice is simple and…" |
| Twitter | If you need advice or support on NHS or social care, you can turn to us. This winter we have up-to-date advice you can rely on that is simple and easy to understand. [www.healthatch.co.uk/advice-and-information](http://www.healthatch.co.uk/advice-and-information)  #Healthwatch #WinterHelp | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset nine "Our up-to-date advice is simple and…" |
| Instagram story | Just need to add a link sticker at the point of upload linking to your advice and information landing page, or the Healthwatch England landing page. | [Winter marketing assets – Instagram Stories](https://www.canva.com/design/DAGUTgXpfqk/ln8TVjPCUhCVA_I9wnq7yA/edit?utm_content=DAGUTgXpfqk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset nine "Our up-to-date advice is simple and…" |

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| **Week 11 – impact** | | |
| Channel | Social copy | Asset |
| Facebook | Together we can make a difference. We believe NHS and social care services only make the best decisions if they listen to the people they care for.  That’s why, this winter we will continue to champion your views and make sure they are used to help decision-makers prioritise what matters most.  [www.healthwatch.co.uk/our-impact](http://www.healthwatch.co.uk/our-impact) | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset ten "Every story shared with us matters and…" |
| Instagram | Together we can make a difference. We believe NHS and social care services only make the best decisions if they listen to the people they care for.  That’s why, this winter we will continue to champion your views and make sure they are used to help decision-makers prioritise what matters most. #Healthwatch #MakingADifference #NHS #SocialCare #ShareYourExperiences  [www.healthwatch.co.uk/our-impact](http://www.healthwatch.co.uk/our-impact) | [Winter marketing assets – Instagram feed](https://www.canva.com/design/DAGUTj2b4OU/9ITqW5rBHofRBRCNRxaGDA/edit?utm_content=DAGUTj2b4OU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset seven "Every story shared with us matters and…" |
| Twitter | We believe services make the best decisions if they listen to the people they care for.  This winter we will continue to champion your views and make sure they are used to help decision-makers prioritise. [www.healthwatch.co.uk/our-impact](http://www.healthwatch.co.uk/our-impact)  #Healthwatch #MakingADifference | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset ten "Every story shared with us matters and…" |
| Instagram story | Just need to add a link sticker at the point of upload linking to your local impact page, or the Healthwatch England impact page. | [Winter marketing assets – Instagram Stories](https://www.canva.com/design/DAGUTgXpfqk/ln8TVjPCUhCVA_I9wnq7yA/edit?utm_content=DAGUTgXpfqk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset ten "Every story shared with us matters and…" |

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| **Week 12 – have your say** | | |
| Channel | Social copy | Asset |
| Facebook | NHS and social care staff are doing the best they can this winter in difficult circumstances, but there might be things about your care that were great or that could be improved. What do you think services could benefit from knowing?  Tell us about your recent experience, it only takes a few minutes but can help services improve their care for everyone this winter. [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) | [Share your experiences - Facebook - Video](https://www.canva.com/design/DAFyMApi0Dg/VHuKf7uhwA77EOfRki-D2g/edit?utm_content=DAFyMApi0Dg&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) |
| Instagram | NHS and social care staff are doing the best they can this winter in difficult circumstances, but there might be things about your care that were great or that could be improved. What do you think services could benefit from knowing?  Tell us about your recent experience, it only takes a few minutes but can help services improve their care for everyone this winter.  #Healthwatch #NHS #SocialCare #WinterHelp  [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) | [Share your experiences - Instagram - Carousel](https://www.canva.com/design/DAFyQV0u7nc/bl6bHP-bnoWTRgYYWp5osA/edit?utm_content=DAFyQV0u7nc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) |
| Twitter | NHS and social care staff are doing the best they can this winter in difficult circumstances, but there might be things about your care that were great or that could be improved. [www.healthwatch.co.uk/have-your-say](http://www.healthwatch.co.uk/have-your-say) #Healthwatch | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset 11 "have you recently had a health and social care experience you'd like to share?" |
| Instagram story | Just need to add a link sticker at the point of upload linking to your feedback form or the Healthwatch England feedback form. | [Winter marketing assets – Instagram Stories](https://www.canva.com/design/DAGUTgXpfqk/ln8TVjPCUhCVA_I9wnq7yA/edit?utm_content=DAGUTgXpfqk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset 11 "have you recently had a health and social care experience you'd like to share?" |

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| **Week 13 – advice and information** | | |
| Channel | Social copy | Asset |
| Facebook | As people have found it increasingly difficult to get appointments with NHS and social care services this winter, thousands of you have turned to us for information.  Our information is jargon free and uncomplicated – making it easy to take in. Check out how we can help you prioritise your health this winter -<https://www.healthwatch.co.uk/winter-health-advice-and-guidance> | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset 12 "We can help you prioritise your health with our advice articles" |
| Instagram | As people have found it increasingly difficult to get appointments with NHS and social care services this winter, thousands of you have turned to us for information.  Our information is jargon free and uncomplicated – making it easy to take in. Check out our articles to see how we can help prioritise your health this winter.  #Healthwatch #WinterHelp #AdviceAndInformation #NHS #SocialCare  <https://www.healthwatch.co.uk/winter-health-advice-and-guidance> | [Winter marketing assets – Instagram feed](https://www.canva.com/design/DAGUTj2b4OU/9ITqW5rBHofRBRCNRxaGDA/edit?utm_content=DAGUTj2b4OU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset eight "We can help you prioritise your health with our advice articles" |
| Twitter | As people have found it increasingly difficult to get appointments across the country, thousands of you have turned to us for information.  Our information is jargon free and uncomplicated. <https://www.healthwatch.co.uk/winter-health-advice-and-guidance> #Healthwatch #WinterHelp | [Winter marketing assets – Facebook / Twitter](https://www.canva.com/design/DAGUTtvSqME/HwpKZFTPUzKvNbci3kFMfA/edit?utm_content=DAGUTtvSqME&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset 12 "We can help you prioritise your health with our advice articles" |
| Instagram story | Just need to add a link sticker at the point of upload linking to your advice and information landing page, or the Healthwatch England landing page. | [Winter marketing assets – Instagram Stories](https://www.canva.com/design/DAGUTgXpfqk/ln8TVjPCUhCVA_I9wnq7yA/edit?utm_content=DAGUTgXpfqk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  Asset 12 "We can help you prioritise your health with our advice articles" |