



Global Health Equity Week (GHEW)

Differentiate your organization with social media.

1. Find Your Community.

You don't have to be everywhere – just where your audiences are. In addition to the official #healthequity hashtag, use and follow these topically driven hashtags to home in on conversations and connect with audiences that are relevant to your organization:

Hashtag	Topic
#GovHIT	Healthcare information and technology policy
#HealthcareInnovation	Innovations in healthcare
#HealthEquity	Striving toward equitable health
#PopulationHealth	Population health
#HITsecurity	Healthcare information and technology privacy and cybersecurity
#Interoperability	Interoperability and data sharing in healthcare
#Nurses4HIT	Nurses' use of healthcare information and technology
#PatientEngagement	Patient engagement
#smarHIT	Machine learning and artificial intelligence in healthcare
#WomenInHIT	Women in healthcare information and technology
#DigitalHealth	Digital health tools and technologies

These hashtag communities will be buzzing prior to Global Health Equity Week (GHEW) and will be featured on appropriate onsite signage and resources.

2. Listen, Observe and Engage.

There are significant opportunities to get a pulse on the attitudes, opportunities and challenges the industry faces in respect to health equity around the world. Pair proactive listening with thoughtful engagement to gain cues on how to humanize your organization's marketing efforts and connect with your industry partners, clients and influencers.

3. Create an Experience.

After GHEW ends, what will the people we interacted with say about us? Social media has the potential to ensure that you and your audiences have an end-to-end world-class experience. If you're able to communicate the following points, you will master the social experience:

- My audience learned something new.
- I learned something new.
- My online and offline conversations were substantive and engaging.
- My social media posts were relevant and timely and received good engagement.
- My social media following grew significantly.

4. Sustain Your Momentum.

You positioned yourself as an authority in your space. You genuinely connected with an audience. You learned a ton about your target market and the industry at large. People love you. Now what? Keep going! Debrief with your organization and develop a plan to keep engaging your existing (and new) social audience year-round.