

Telehealth Awareness Week media & social media toolkit

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Sample website content

Website landing page

ORGANIZATION NAME is proud to support the inaugural Telehealth Awareness Week presented by the American Telemedicine Association! During the COVID-19 public health emergency, telehealth has played a critical role in providing safe, quality care to patients and families across the country. Taking place September 19-25, 2021, Telehealth Awareness Week will highlight the central role that telehealth now plays in the delivery of healthcare services and educate patient communities, consumers, policymakers and clinicians about the benefits of virtual care.

To learn more about Telehealth Awareness Week, visit TelehealthAwareness.org.



Telehealth Awareness Week graphics

All Telehealth Awareness Week social media graphics can be accessed in the toolkit linked [here](#).

Sample social media posts

LinkedIn/Facebook

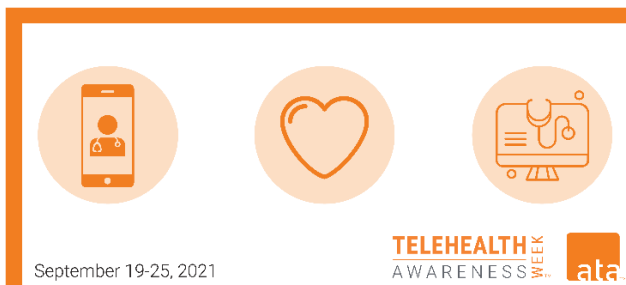
- We're proud to join the @American Telemedicine Association in supporting the inaugural Telehealth Awareness Week! Taking place September 19-25, #TelehealthAwarenessWeek will put a spotlight on the important benefits #telehealth brings to the delivery of healthcare services. Learn how to join us in building #TelehealthAwareness here: <https://bit.ly/3gbf7op> #TelehealthIsHealth



- We believe #TelehealthIsHealth. This September, we're joining the @American Telemedicine Association in highlighting the important role #telehealth plays in providing access to safe, quality care to everyone who needs it. Learn how to participate in #TelehealthAwarenessWeek here: <https://bit.ly/3gbf7op> #TelehealthAwareness



- Following the unprecedented use of telehealth in response to the COVID-19 public health emergency, virtual care now represents 15 to 20% of care delivery. This #TelehealthAwarenessWeek, individuals and organizations across the country are coming together to underscore the growing value and acceptance of #telehealth. Join us: <https://bit.ly/3gbf7op> #TelehealthIsHealth #TelehealthAwareness @American Telemedicine Association



Twitter

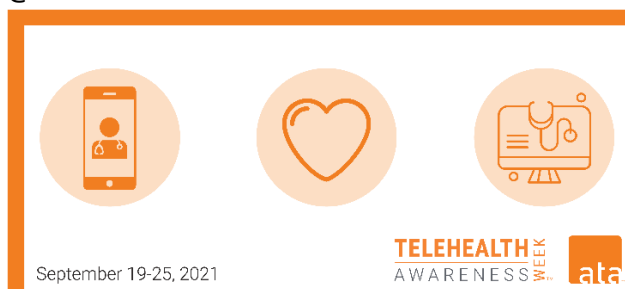
- This September, we're proud to join @americantelemed in highlighting the important role #telehealth now plays in the delivery of healthcare services during the inaugural #TelehealthAwarenessWeek. Learn more: <https://bit.ly/3gbf7op> #TelehealthIsHealth #TelehealthAwareness



- #Telehealth has played a critical role in expanding access to healthcare services during COVID-19 and beyond. This #TelehealthAwarenessWeek, we're joining @americantelemed in sharing the message that #TelehealthIsHealth. Learn more: <https://bit.ly/3gbf7op>



- #TelehealthAwarenessWeek will amplify the message that #TelehealthIsHealth! Join us in promoting #TelehealthAwareness & educating communities on the important role #telehealth plays in ensuring everyone has access to safe, effective care. <https://bit.ly/3gbf7op> @americantelemed



Instagram

- This September, we're proud to join @americantelemed in highlighting the important role #telehealth now plays in the delivery of healthcare services during the inaugural #TelehealthAwarenessWeek. Visit TelehealthAwareness.org to learn more. #TelehealthIsHealth #TelehealthAwareness



- #Telehealth has played a critical role in expanding access to healthcare services during COVID-19 and beyond. This #TelehealthAwarenessWeek, we're joining @americantelemed in sharing the message that #TelehealthIsHealth. Visit TelehealthAwareness.org to learn more.



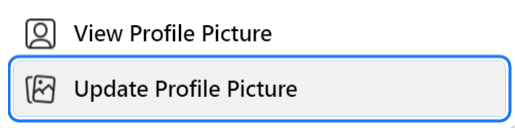
- #TelehealthAwarenessWeek will amplify the message that #TelehealthIsHealth! Join us in promoting #TelehealthAwareness and educating our communities on the important role #telehealth plays in ensuring everyone has access to safe, effective care. Visit TelehealthAwareness.org to learn more. @americantelemed



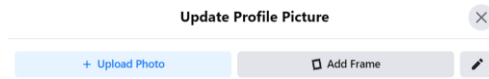
Telehealth Awareness Week Facebook profile photo frame instructions

Please follow these steps to add an official Telehealth Awareness Week frame to your profile photo on your business/organization/personal pages:

1. Log in to your Facebook profile at <https://www.facebook.com/>
2. Click on your profile photo and select “Update Profile Picture”

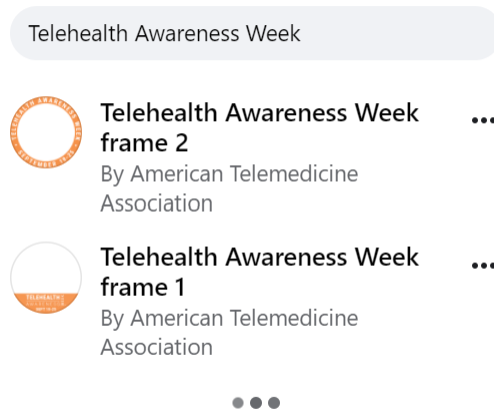


- a.
3. Click “Add Frame”



- a.
4. Type “Telehealth Awareness Week” in the search bar

Choose a Frame



- a.
5. Select one of the two profile frame options
6. Click “Use as Profile Picture”



- a.

Sample blog post/LinkedIn Pulse article

TITLE: Telehealth Awareness Week: Supporting the National Movement to Advance Virtual Care

In the wake of the unprecedented challenges our healthcare system has faced since the start of the COVID-19 public health emergency, one message has become abundantly clear: Telehealth is Health. As national lockdowns threatened to restrict access to quality care for millions of patients, telehealth played a critical role in supporting the delivery of healthcare services. **ORGANIZATION NAME** is proud to be part of a diverse coalition of individuals and organizations committed to advancing virtual care during the inaugural Telehealth Awareness Week presented by the American Telemedicine Association, taking place September 19-25.

Telehealth has been an important element in U.S. healthcare for decades, but the COVID-19 public health emergency has put a spotlight on the need to maintain and expand access to telehealth to ensure everyone can receive appropriate care when and where they need it. Following the unprecedented use of virtual care services in response to COVID-19, telehealth now represents 15 to 20% of care delivery, confirming the need to create a two-channel healthcare system that balances in-person and virtual care.

>Use this space to share personal messages about telehealth and the benefits it provides to care delivery. Consider:

- Telling a story about how telehealth has supported access to care for patient communities
- Highlighting the steps your organization has taken to help advance virtual care
- Discussing how telehealth has the potential to transform the future of care delivery<

During Telehealth Awareness Week, **ORGANIZATION NAME** is joining a range of stakeholders, including leaders in healthcare and patient advocacy, in highlighting the growing acceptance and value of virtual care. Through our collective efforts, we have a special opportunity to deliver new informational resources to support broader access to telehealth for patients, caregivers and healthcare providers. We encourage everyone help us build telehealth awareness this September and amplify our most important message: Telehealth is Health!

To learn more about activities planned for Telehealth Awareness Week and opportunities to participate, visit the official Telehealth Awareness Week website here: [TelehealthAwareness.org](https://www.telehealthawareness.org).