Minority Health Month
QUICK-GUIDE

A publication of the Center for Leadership Education in Maternal and Child Public Health

This is one of 50+ “Quick-Guides” created to help you take advantage of national health observances. It can help you guide your maternal and child health promotion efforts, especially when using social media. Most messages, materials, and facts can be adapted to fit many audiences.

For other Quick-Guides, visit: z.umn.edu/aguides

Social Media

Hashtag
#NMHM18
#Partner4Health

Twitter
@MinorityHealth
@SaluddeMinorias

Facebook
- Office of Minority Health

Instagram
@minorityhealth

YouTube
HHS Office of Minority Health

Print, Post, or Share

If available, use logos or other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

Office of Minority Health

Blog for Health Equity
Take Action Resources
Calendar of Events

My Coverage, My Care Making
Health Insurance Work for Me

Health Equity Matters Newsletter

Sample Tweets/Posts

Share your Partnerships in Action health equity story this NMHM18! Visit the @MinorityHealth page to learn more.

Finding ways to #Partner4Health in reducing racial and ethnic health disparities is what @MinorityHealth’s #NMHM18 is all about!

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