



## How to Celebrate National Women's Health Week Online

Spreading the word about women's health through social media is a great way to celebrate National Women's Health Week. Use your website, Facebook page, Twitter feed, and blog to share important information, encourage discussion, and promote your event. Below are some tips for getting started.

### Use Your Organization's Website

- **Feature National Women's Health Week on your homepage.** Using downloadable graphics and Web banners available at [go.usa.gov/nsf](http://go.usa.gov/nsf), highlight National Women's Health Week on your website's homepage from May 13–19.
- **Create a National Women's Health Week page.** Give an overview of National Women's Health Week using information from the fact sheet, [go.usa.gov/nsG](http://go.usa.gov/nsG), and explain how you are celebrating. The page could also include tips, articles, or personal stories related to women's health and links to information and resources, either from your website or [womenshealth.gov/whw](http://womenshealth.gov/whw).
- **Link to National Women's Health Week.** Include links to [womenshealth.gov/whw](http://womenshealth.gov/whw) throughout your website. Web buttons can serve this purpose and are available at [go.usa.gov/nsf](http://go.usa.gov/nsf).
- **List your event in the calendar section.** If your website has a calendar section with community events, include information about the National Women's Health Week event you are hosting.

### Engage Women Through Facebook

- **Follow the Office on Women's Health.** To stay updated on National Women's Health Week and see what the Office on Women's Health (OWH) is posting, "like" us at [facebook.com/HHSOWH](https://facebook.com/HHSOWH). If you "like" us, you will be able to see our posts, repost information we share, and tag us in posts.
- **Create National Women's Health Week status messages.** Leading up to and during National Women's Health Week, write different status messages to engage your friends or the people who "like" your organization. For example, one post could be, "Happy National Women's Health Week! Celebrate by being active today!" If you are holding an event, use the "update status" message as a way to create awareness about it. For example, if you're holding bone density screenings, you could write, "Do you remember the last time you had a bone density screening? Celebrate National Women's Health Week by joining us on *[insert date]* at *[insert*

**location]** for a free bone density screening!”

- **Start a conversation.** Facebook is a great way for people to share ideas and tips. Ask questions and encourage your followers to respond through the “update status” feature. For example, “This week is National Women’s Health Week. What is your favorite health tip?”
- **Tag the Office on Women’s Health.** When you post status messages or comment on other Facebook pages, tag OWH ([facebook.com/HHSOWH](https://www.facebook.com/HHSOWH)). Simply include “@Office on Women’s Health” somewhere in the post or comment. If you already “like” us, once you start typing our name with the @ symbol before it, our page should appear in a drop down menu. Click on it so that it automatically appears in the post or comment.
- **Post photos and videos.** During National Women’s Health Week, take photos and videos of people engaging in healthy activities. For example, record women doing a National Women’s Health Week dance or a cooking demonstration. Post it on the OWH Facebook page and encourage your followers to “like” the photo or video.
- **Create an event.** If you’re holding a National Women’s Health Week event, click on “create event” and create a Facebook event to promote it. Invite people and organizations in your area to attend.
- **Share women’s health articles.** If you read an interesting article, post it to your Facebook page with a message such as “Check out this story in honor of National Women’s Health Week.”

### Share Information on Twitter

- **Tweet about National Women’s Health Week.** Beginning a few weeks before National Women’s Health Week, create messages, also known as tweets. The tweets could be about your event, National Women’s Health Week, or women’s health in general. For example, one tweet could be, “It’s National Women’s Health Week! Take charge of your health by visiting a healthcare professional and making sure your screenings are up-to-date! #NWHW”
- **Use the National Women’s Health Week hashtag.** A hashtag is a way to categorize messages using the # symbol. The National Women’s Health Week hashtag is #NWHW. Each time you write a tweet, include #NWHW at the end so OWH can track who is talking and tweeting about National Women’s Health Week. Using the hashtag will also increase the likelihood that your tweet will be retweeted.

- **Host a Twitter town hall.** A Twitter town hall is like a traditional town hall meeting, except it takes place online. It is a scheduled forum where your followers can ask questions on a specific topic and you can respond through live tweets. To organize a Twitter town hall, choose a date and time and spread the word to your followers. Then ask them to submit questions with a pre-designated hashtag, and answer those questions during the arranged time. Decide who will reply to questions — it could be a spokesperson from your organization or a guest health expert.

### **Promote National Women’s Health Week Through Your Blog**

- **Draft blog posts.** Leading up to and during National Women’s Health Week, post articles about women’s health. The topics could focus on the five key National Women’s Health Week messages (nutrition, physical activity, mental health, avoiding risky behaviors, and visiting healthcare professionals) or an issue that is important to your organization. You could also invite a local women’s health or fitness expert to be a guest blogger. Link to the National Women’s Health Week website at [womenshealth.gov/whw](https://womenshealth.gov/whw) and the Office on Women’s Health Facebook page, [facebook.com/HHSOWH](https://facebook.com/HHSOWH), and Twitter feed, [twitter.com/womenshealth](https://twitter.com/womenshealth). For an example of a National Women’s Health Week blog post, visit [go.usa.gov/ns7](https://go.usa.gov/ns7).
- **Include National Women’s Health Week web graphics.** Throughout National Women’s Health Week, include the National Women’s Health Week Web banner and other graphics on your blog. They are available at [go.usa.gov/nsf](https://go.usa.gov/nsf).

**For more information on how you can use social media to promote National Women’s Health Week and your event, visit the Centers for Disease Control and Prevention’s Health Communicator’s Social Media Toolkit at [go.usa.gov/nso](https://go.usa.gov/nso).**