



2021 Social Media Strategy

The following are suggested social media posts for various platforms targeting a general audience. The links re-direct to the [WearRedCanada.ca](https://www.wearredcanada.ca) webpage for more information. Please feel free to edit these posts for your intended audience.

Twitter: Pre-campaign

General

On February 13 JOIN US for #WearRedCanada! Wear RED in support of the #women & their families who've been affected by #heartdisease. Help raise awareness for #womenshearthealth #HerHeartMatters @CWHHAlliance @CWHHC @HeartInstitute @HeartFDN

Light the Town Red

On Feb 13, we're lighting our building [ex. *the Marriott*] RED in support of #women & their families who've been affected by #heartdisease. Join us! Visit [WearRedCanada.ca](https://www.wearredcanada.ca) for more information @CWHHAlliance #HerHeartMatters #WearRedCanada

Key Message 1

#HeartDisease is the leading cause of hospitalization & premature death for women in #Canada. Join the campaign: on February 13 #WearRedCanada! Visit [wearredcanada.ca](https://www.wearredcanada.ca) #HerHeartMatters @CWHHAlliance @CWHHC @HeartInstitute @HeartFDN

Key Message 2

Heart attack symptoms go unrecognized in 53% of women. Help us raise awareness. On February 13 #WearRedCanada! Visit [wearredcanada.ca](https://www.wearredcanada.ca) for more info. #HerHeartMatters @CWHHAlliance @CWHHC @HeartInstitute @HeartFDN

Key Message 3

Some conventional risk factors for #CVD are even more dangerous in women than men, such as smoking, hypertension, diabetes, obesity, inactivity & depression. On February 13 #WearRedCanada. #HerHeartMatters [WearRedCanada.ca](https://www.wearredcanada.ca) @CWHHC

Key Message 4

Some risk factors only women experience: they can increase a woman's risk of #CVD in the future #gestationalthypertension #pre-eclampsia #gestationaldiabetes #prematurebirth #prematuremenopause. On Feb 13 [WearRedCanada.ca](https://www.wearredcanada.ca) #HerHeartMatters

Key Message 5

Heart disease is largely preventable - 80% of individual risk factors can be modified! Know your numbers for waist circumference, blood pressure, cholesterol and blood sugar. On February 13 #WearRedCanada. #HerHeartMatters [WearRedCanada.ca](https://www.wearredcanada.ca) @CWHHC

**Key Message 6**

Many factors including #ethnicity, #race, #disabilities, #income and living environments influence risk of #heartdisease for women. On Feb 13 #WearRedCanada and raise awareness. Post your pics w #HerHeartMatters. Visit WearRedCanada.ca

Location Specific

#Heartdisease is the leading cause of hospitalization & premature death for women in Canada. Help raise awareness. On February __ join us at [*insert location*]. Visit weareredcanada.ca #HerHeartMatters @CWHHAlliance

Facebook: Pre-campaign**General**

On February 13th JOIN US for the 3rd annual #WearRedCanada! Wear RED in support of the women and their families who've been affected by heart disease. We need your help to raise awareness! Wear red post your pictures, and tag them with #HerHeartMatters.

Visit WearRedCanada.ca for more information.

#HerHeartMatters @Canadian Women's Heart Health Centre @Univeristy of Ottawa Heart Institute @University of Ottawa Heart Institute Foundation

Light the Town Red

On Feb 13 we're lighting our building [*ex. the Mariott*] RED in support of women and their families who've been affected by heart disease. Join us and help raise awareness! Visit WearRedCanada.ca for more information and how you can light your buildings red!

#HerHeartMatters #WearRedCanada @Canadian Women's Heart Health Centre

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Key Message 2

Heart attack symptoms go unrecognized in 53% of women. They don't always have the "Hollywood Heart Attack", with its characteristic chest-clutching pain. If you experience any of these signs, call 9-1-1 or your local emergency number immediately:

- chest discomfort
- sweating
- nausea
- shortness of breath
- light-headedness



Help us raise awareness. On February 13th #WearRedCanada!

Visit WearRedCanada.ca for more information.

#HerHeartMatters @Canadian Women's Heart Health Centre @Univeristy of Ottawa Heart Institute
@University of Ottawa Heart Institute Foundation

Key Message 3

Some of the conventional risk factors for cardiovascular disease are even more dangerous in women than men, such as smoking, hypertension, diabetes, obesity, inactivity and depression. Help us raise awareness. On February 13th wear red post your pictures and tag them with #HerHeartMatters.

Visit WearRedCanada.ca for more information.

#WearRedCanada @Canadian Women's Heart Health Centre @Univeristy of Ottawa Heart Institute
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Key Message 4

There are some risk factors that only women experience, and these factors increase a woman's risk of cardiovascular disease in the future (for example: gestational hypertension, pre-eclampsia, gestational diabetes, premature birth, premature menopause). Help us raise awareness for all the women in our lives. On February 13th wear red post your pictures and tag them with #HerHeartMatters.

Visit WearRedCanada.ca for more information.

#WearRedCanada @Canadian Women's Heart Health Centre @Univeristy of Ottawa Heart Institute
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Key Message 5

Heart disease is largely preventable - 80% of individual risk factors can be modified! Know your numbers for waist circumference, blood pressure, cholesterol and blood sugar. Reduce your risk by:

- staying active and getting moving
- maintaining a healthy diet
- watching your weight
- getting regular checkups if possible
- stopping smoking
- limiting stress and it's impacts
- limiting alcohol intake

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Key Message 6



Many factors including ethnicity, race, disabilities, income and living environments influence risk of heart disease for women. We need your help to raise awareness. On February 13th wear red post your pictures and tag them with #HerHeartMatters.

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Location Specific

Heart Disease is the leading cause of hospitalization and premature death for women in Canada. Help raise awareness. On February __ join us at [insert location] and wear RED!

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Instagram: Pre-campaign

General:

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