



SOCIAL MEDIA TOOLKIT

Campaign Name: University of Michigan Health C.S. Mott Children's Hospital's Save A Heart

Campaign Brief:

Advancing care, research, and support for congenital heart families

Our Congenital Heart Center (CHC) is committed to advancing research, inspiring clinical innovation, and providing assistance to families facing devastating heart conditions.

During the month of February, we focus on raising awareness and funds through our Save A Heart campaign. Gifts made during this time will support areas with the most critical needs in the CHC. Our goal is to fund important research, drive the development of new technologies and therapies, and provide social work and support programs for families.

Congenital Heart Defect Awareness Week occurs in February and promotes education and understanding of heart defects. Save A Heart overlaps with these national efforts and helps to rally public support to advance congenital heart care

Content Resources:

Website – <https://victors.us/umsaveaheart>

Facebook page – www.facebook.com/mottchildren

Instagram – www.instagram.com/mottchildren

Twitter – www.twitter.com/mottchildren

Contact – saveaheart@umich.edu





BEST PRACTICES FOR SOCIAL MEDIA:

- Follow C.S. Mott Children’s Hospital on Facebook, Instagram, and X. You can find us at @mottchildren.
- Share our content from Facebook, Instagram, and X! To maximize the effectiveness of our Save A Heart campaign, it is best to share our posts and add your own message. Just click share on the post and add one of our suggested content messages.
- Don’t forget to include a link to get involved or donate. If you have a personal fundraising page you built on our DonorDrive platform, be sure to include a link to it. If not, please use @umsaveaheart.org.
- For Facebook posts, be sure to schedule (or post live) in the evenings to ensure the best reach for your post (around 8 p.m.) During the day, the times with the highest traffic are between 1 and 3 p.m.
- To tag a Facebook page in your Facebook post, enter “@” before each name and choose the page title from the pop-up drop-down list. The “@” should disappear once the page is tagged.
- If you run out of character space to include X handles, try tagging related organization pages to a photo in your posts (After you upload an image, click “Who’s in this photo?”).
- If you plan to post, aim to post between 11 a.m. and 1 p.m. to ensure the best reach.
- Interact with other pages and people who are talking about Save A Heart or using the #SaveAHeart hashtag, don’t only “like” their content but write a comment and respond.
- If you’re sharing a link on Facebook or X, be sure to embed it in your post and delete the URL address to make a cleaner-looking post.
- We encourage you to post to Facebook, Instagram, and X as you participate throughout the month to document your experience and encourage your friends to join you next year! Posting regularly creates the best engagement.



SUGGESTED POST CONTENT:

Facebook

- February is Heart Health Awareness month, and I've teamed up with @MottChildren to #SaveAHeart. Help make a difference by purchasing a shirt like mine or donating/raising money for life-saving research and patient programs! Visit victors.us/umsaveaheart.
- I am participating in @MottChildren's #SaveAHeart campaign to help fund important research, drive the development of new technologies and therapies, and provide social work and support programs to families. Visit victors.us/umsaveaheart.
- Nearly 1 in 110 babies are born with congenital heart disease, making it the No. 1 birth defect in the country. From February 1-28, 2025, I'm raising funds and awareness through the Save A Heart campaign to support pediatric congenital heart research and discovery. Please visit victors.us/umsaveaheart.

X

- Nearly 1 in 110 babies are born with congenital heart disease, making it the No. 1 birth defect in the country. Change a Life. Be a Champion. #SaveAHeart victors.us/umsaveaheart.
- It's Congenital Heart Defect Awareness Week (February 7-14), which promotes education and understanding of #heartdefects. I've teamed up with @MottChildren's #SaveAHeart to rally public support to advance congenital heart care. victors.us/umsaveaheart.
- Heart defects are the most common type of birth defect, affecting nearly 40,000 births each year. This month, I've teamed up with @MottChildren's #SaveAHeart to give kids with heart defects the best life possible. victors.us/umsaveaheart.

Instagram

- February is Heart Health Awareness month, and I've teamed up with @MottChildren to #SaveAHeart. You can support our Little Victors by purchasing a t-shirt like mine or donating/raising money for research, driving the development of new technologies and therapies, and providing social work and support programs for families. Follow the link in my bio. victors.us/umsaveaheart.
- By participating in @MottChildren's #SaveAHeart fundraiser, you will support important research, drive the development of new technologies and therapies, and provide families with social work and support programs. Learn how you can join me by visiting victors.us/umsaveaheart.

