

## **National Public Health Week, We are NC Public Health Social Media Tools**

**Dates: April 3-7<sup>th</sup>**

Below are resources to share the themes of National Public Health Week as we launch the We are NC Public Health campaign during the week.

We have provided instructions below for how to personalize the templates provided along with the daily theme posts and sample post text.

### **Instructions for Adding Logo/Customize Pictures**

Feel free to add your own logo, links, or hashtags. *\*Please do not cover, alter, or remove the DHHS/DPH or We are NC Public Health logo.*

Adding your logo to the share images helps promote the great work you're doing in your community! **Here's how to add your logo:**

1. Open the graphic on your computer
2. Open your logo file on the computer
3. Taking your cursor highlight your logo until a dotted line surrounds the logo
4. Go to Edit-Copy to copy the logo onto your clipboard
5. Go back to the RAR graphic and go to Edit- Paste to add the logo to the graphic
6. Once the logo is pasted to the graphic drag the edges to make it an appropriate size and drag logo to the corner of the graphic
7. Save this new image with a new file name onto your computer

*Have any questions? Email Suzanne Metcalf at [Suzanne.metcalf@dhhs.nc.gov](mailto:Suzanne.metcalf@dhhs.nc.gov)*

Adding your own pictures of your work helps personalize the great work you do. Here is how to **add your own images to customize templates in Canva:**

*\*Note – you can create a Canva account for free if you don't already have one. If you want to customize these templates in another editor, follow the instructions for the logo above. The template posts with no images can be found here.\**

1. Click the link below for whichever template style you are looking to customize, it will appear as a "view only" document.
2. Once the templates appear, on the bottom left corner there should be a pencil button or edit button and you should select "Use Template."
3. Following the previous step should automatically pull you to the Canva website with a copy of the templates. You can upload images and drag/drop them into the template.
  - Canva Template Links
    - Instagram and Twitter Customizable templates click [here](#)
    - Facebook and LinkedIn Customizable Templates click [here](#)

*Have any questions? Email Emily Jonczyk at [Emily.jonczyk@dhhs.nc.gov](mailto:Emily.jonczyk@dhhs.nc.gov)*

## General Posts for National Public Health Week

- Connection to our community and culture impact our health and well-being. Foster community connection and make our communities healthier, stronger, and safer! April 3rd-9th is National Public Health Week. #WeAreNCPublicHealth #NPHW
- Feeling included within our community and having support are imperative to our mental and physical well-being. This #NPHW, center and celebrate the many connections of culture, community, and public health. #WeAreNCPublicHealth

Associated file names:

- GeneralPost\_IG\_TW.jpg / .png
- GeneralPost\_2\_IG\_TW.jpg / .png
- General Post\_FB\_LI.jpg / .png
- ConnectionsMatter\_IG\_TW.jpg / .png
- ConnectionsMatter\_FB\_LI.jpg / .png

## Daily Themes for National Public Health Week

### Monday: Community

Whether virtual, physical or both, connection with community is vital to living your healthiest life. We must work together to ensure all communities have access and connections to affordable housing, education, food, and transportation.

#WeAreNCPublicHealth #NPHW

Associated file names:

- Community\_FB\_LI.jpg / .png
- Community\_IG\_TW.jpg / .png

### Tuesday: Violence Prevention

Violence is an ongoing public health threat because it creates more obstacles to living a healthy life. When we understand the causes of violence in our communities, it gives us a better chance at creating effective prevention strategies. #WeAreNCPublicHealth #NPHW

Associated file names:

- ViolencePrevention\_FB\_LI.jpg / .png
- ViolencePrevention\_IG\_TW.jpg / .png

### Wednesday: Food and Nutrition

Access to fresh, quality, and nutritious food is the foundation to living a healthy life. We can work together to make sure our communities have that access and advocate for those communities who don't. #WeAreNCPublicHealth #NPHW

Associated file names:

- Food\_Nutrition\_FB\_LI.jpg / .png
- Food\_Nutrition\_IG\_TW.jpg / .png

### Thursday: Mental Health

Each year, one in five Americans will experience mental illness. Mental health is public health. Prevention, early detection, and treatment of mental health conditions can lead to improved physical and community health. #WeAreNCPublicHealth #NPHW

Associated file names:

- MentalHealth\_FB\_Li.jpg / .png
- MentalHealth\_IG\_TW.jpg / .png

### Friday: Rural Health

Rural communities are some of the most vulnerable populations to public health threats. We can work toward a more robust, inclusive public health system that ensures everyone is reached. #WeAreNCPublicHealth #NPHW

Associated file names:

- RuralHealth\_FB\_Li.jpg / .png
- RuralHealth\_IG\_TW.jpg / .png

### **Did You Know Posts**

- At [INSERT] Public Health, we implement programs that fit community priorities such as...[INSERT] #WeAreNCPublicHealth #NPHW
- When a harmful substance is present in air, water, or soil at elevated levels, it can increase people's risks for health problems. Locally, we XYZ. #WeAreNCPublicHealth #NPHW
- Public health educates communities about health. For example, we educate individuals about common chronic diseases, such as diabetes. #WeAreNCPublicHealth #NPHW

Associated file names:

- Did You Know\_FB\_LI.jpg / .png
- DidYouKnow\_IG\_TW.jpg / .png
- DidYouKnow\_2\_IG\_TW.jpg / .png