

Library Social Media Toolkit: Health Information Week 2020

6 July to 12 July

This toolkit contains **social media content** public libraries can use to participate in Health Information Week 2020 #HIW2020.



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Background

Health Information Week is a national, multi-sector campaign promoting high-quality information for patients and the public.

High quality health information can have a huge impact on people’s ability to stay healthy and manage illnesses effectively, giving them a better quality of life.

We all need information that we can trust, particularly in this time of coronavirus.

We also need to look after our wellbeing, whether our mental health or our physical health.

In response to these needs, the Health Information Week 2020 project team has decided to refocus the themes of the week to:

- **Finding information you can trust**
- **Wellbeing**



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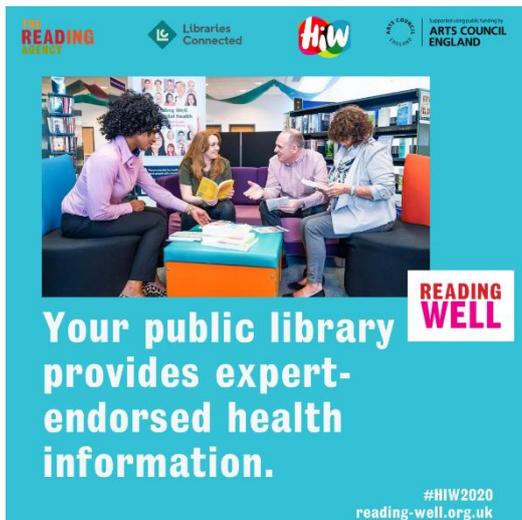
Social Media

You can use social media during the week to highlight your services that promote trusted information and wellbeing.

Follow [@HealthInfoWeek](https://twitter.com/HealthInfoWeek) and use #HIW2020 to engage with, share content, and link to the new [Health Information Week website](https://www.reading-well.org.uk).

Graphics

We have created social media graphics you can use to promote your library service based on the themes of **trusted information** and **wellbeing** that are optimized for Twitter, Facebook and Instagram. [Download them here](#).



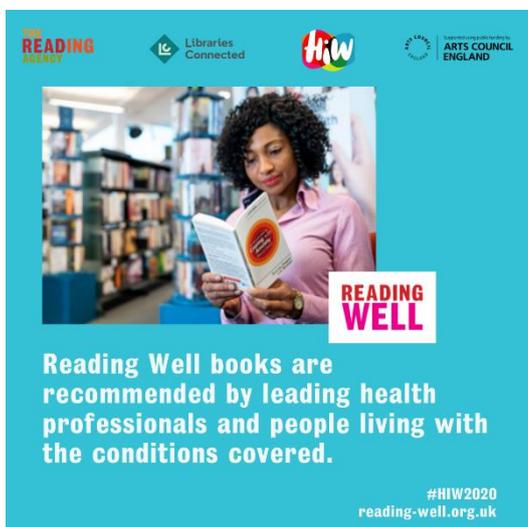
Your public library provides expert-endorsed health information.

#HIW2020
reading-well.org.uk



Library use is positively associated with subjective wellbeing, higher life satisfaction, higher happiness and a higher sense of purpose in life.

#HIW2020
reading-well.org.uk



Reading Well books are recommended by leading health professionals and people living with the conditions covered.

#HIW2020
reading-well.org.uk



Health Information you can trust. Free in your library.

#HIW2020
reading-well.org.uk

Template copy for posts

- We all need information that we can trust, particularly during #COVID19. We've blogged about #ReadingWell and the public library health offer for #HealthInformationWeek [reading-well.org.uk/news/hiw2020](https://www.reading-well.org.uk/news/hiw2020) #HIW2020 @Healthinfoweek #HIW2020 @readingagency @ace_national @libsconnected
- How are you looking after your wellbeing this #HealthInformationWeek? Read our new #ReadingWell blog for tips you can trust [reading-well.org.uk/news/hiw2020](https://www.reading-well.org.uk/news/hiw2020) #HIW2020 @Healthinfoweek #HIW2020 @readingagency @ace_national @libsconnected
- Your local library provides expert-endorsed #ReadingWell health information #HIW2020 #HealthInformationWeek <http://ow.ly/wZFF30eO6pY> @Healthinfoweek #HIW2020 @readingagency @ace_national @libsconnected
- Library use is positively associated with subjective wellbeing, with library users having higher life satisfaction, higher happiness and a higher sense of purpose in life #HIW2020 #HealthInformationWeek @readingagency @HealthinfoWeek @ace_national @libsconnected <http://ow.ly/OFJq50A5RY1>
- Find information you can trust to support your wellbeing with #ReadingWell collections in your local library <http://ow.ly/wZFF30eO6pY> #HIW2020 #HealthInformationWeek @HealthinfoWeek @readingagency @ace_national @libsconnected
- #ReadingWell provides health information you can trust, free in your local library i #HIW2020 #HealthInformationWeek <http://ow.ly/wZFF30eO6pY> @Healthinfoweek #HIW2020 @readingagency @ace_national @libsconnected
- Worried about your child's wellbeing dealing with the news cycle during #COVID-19? Want advice you can trust? Watch #ReadingWell for children author Dr. Dawn Huebner read from her book "Something Bad Happened" <https://youtu.be/utXVEq03JQI> @Healthinfoweek #HIW2020 @readingagency @ace_national @libsconnected

(Blog post will go live on 6 July for Health Information Week)

Further signposting:

- You can find resources on the [Health Information Week website](#).
- The [Reading Well resource bank](#) offers free information, toolkits and guidance about running the scheme. We've recently updated our get involved guides for link workers, schools, colleges and universities, parents and carers.
- Health Education England have collated [information and resources on COVID-19](#) from trusted sources which includes information tailored for children and young people, older people and people who prefer to use accessible formats.
- Find out how [Reading Friends](#) is adapting to [support people during COVID-19 through telephone befriending](#).
- Go to the [Patient Information Forum website](#) for more health information resources.