**Corporate Member Social Media Toolkit**

National Hospital Week

National Hospital Week (May 11-17, 2025) is an opportunity to highlight Wisconsin’s hospitals, health systems and health care workers and the innovative ways they strengthen communities across the state.

During the week, WHA will concentrate its social media messaging on celebrating hospitals and health systems and recognizing the strong communities they create. We invite you to join us in this celebratory campaign. Please incorporate the hashtags **#WIHospitals** and **#MoreThanHealthCare** and tag WHA in your posts for maximum reach and engagement.

The following are WHA’s social media channels, a suggested social media post for your business and accompanying graphic templates.

**WHA Social Media Handles**

* Facebook: [Wisconsin Hospital Association](https://www.facebook.com/WIHospitalAssociation/)
* Instagram: [@WIHospitals](https://www.instagram.com/wihospitals/)
* LinkedIn: [Wisconsin Hospital Association](https://www.linkedin.com/company/wisconsin-hospital-association/)
* X: [@WIHospitalAssn](https://x.com/WIHospitalAssn)

**Campaign Hashtags**

* #MoreThanHealthCare (Wisconsin-specific)
* #HospitalWeek (posts may receive national viewers or shares from the American Hospital Association (AHA).

**Sample Social Media Post**

* As a proud supporter of Wisconsin hospitals, we recognize that you’re More Than Health Care – you’re the heartbeat of our communities! This National Hospital Week, we’re celebrating your incredible impact inside and beyond hospital walls. Join the celebration: [www.wha.org/Hospital-Week](http://www.wha.org/Hospital-Week)  
  #MoreThanHealthCare #WIHospitals

**Editable Canva Templates**

We invite you to use our designed Canva templates. Click [here](https://www.canva.com/design/DAGlpwMOTw0/afttoNVuAYh-RMIZETPxOg/view?utm_content=DAGlpwMOTw0&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview) view the template and scroll to see all designs. Click File > Make a Copy. Then, customize the graphic with an image or logo that reflects your company supporting Wisconsin hospitals.

A couple of posters with text and images

AI-generated content may be incorrect.

A pair of cards with text

AI-generated content may be incorrect.

For assistance with resizing or accessing the graphics, contact WHA Marketing Communications Manager [Katelyn Hopman](mailto:khopman@wha.org).