**Data for Better Health™ Digital Toolkit**

Social Media Messages & Graphics

This toolkit is intended to help you share [Data for Better Health](http://www.dataforbetterhealth.com/) with your social media networks. It provides some social media basics along with options for sample posts and graphics that can be used.

We encourage you to share social media messages to build excitement and engagement around Data for Better Health. Your efforts will help the American Health Information Management Association® (AHIMA®) raise awareness for how collecting, using, and sharing social determinants of health (SDOH) data can improve health and healthcare outcomes for patients and communities.

If you have any questions, concerns, or would like to share work taking place at your organization, please contact Lauren Riplinger, AHIMA Chief Public Policy & Impact Officer ([lauren.riplinger@ahima.org](mailto:lauren.riplinger@ahima.org)) or Priya Bathija, AHIMA Heath Equity Consultant ([priya.bathija@ahima.org](mailto:priya.bathija@ahima.org)).

**Sample Messages**

Please feel free to personalize these to come from your own voice and organization.

There are many ways health equity can be improved. Top of our list? Social determinants of health data collection, sharing, and use. Learn more about the newest effort from the American Health Information Management Association® (AHIMA®). [LINK: [www.dataforbetterhealth.com](http://www.dataforbetterhealth.com)] #D4BH #AHIMA23

As the leading voice and authority in health information, the American Health Information Management Association® (AHIMA®) is uniquely positioned to lead work that accelerates the collection, sharing, and use of social determinants of health data. Learn more [LINK: [www.dataforbetterhealth.com](http://www.dataforbetterhealth.com)] #D4BH #AHIMA23

Data for Better Health aims to increase awareness of how collecting, using, and sharing social determinants of health data can improve individual and community health. Learn more [LINK: [www.dataforbetterhealth.com](http://www.dataforbetterhealth.com)] #D4BH #AHIMA23

We can drive change, engage consumers, shape policy, and accelerate use of SDOH data to truly improve health equity. Learn more [LINK: [www.dataforbetterhealth.com](http://www.dataforbetterhealth.com)] #D4BH #AHIMA23

**AHIMA** **Social Media**

AHIMA has social media accounts on LinkedIn, X, Instagram, and Facebook. When posting about Data for Better Health, you can tag AHIMA by typing in @ followed by information below for each platform. We also recommend that you follow these AHIMA accounts for our latest activities and announcements.

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| --- | --- |
| * LinkedIn | @AHIMA |
| * X | @AHIMAResources |
| * Instagram | @AHIMAResources |
| * Facebook | @AHIMA |

**Hashtags**

Hashtags are used to index keywords or topics on social media platforms. They allow people to easily follow topics they are interested in. AHIMA regularly uses hashtags on social media. We have created the hashtag **#D4BH** for Data for Better Health and **#AHIMA23** for the conference. Please consider using both in your posts about Data for Better Health; both are included in the sample messages above.

**Social Media Graphics**

We’d love for you to share the graphics that were used in the Data for Better Health initiative launch! Please note that each platform has specific dimensions for photos. We’ve created social media graphics that can be used on LinkedIn and another set for Facebook. Using the appropriate graphic will ensure the photo is seen as individuals scroll through their feeds. The files that include “LI” in the file name are for Linked In. Files that include “FB” in the file name are for Facebook. Be sure to link back to the [Data for Better Health](https://www.ahima.org/advocacy/data-for-better-health/#pos_145581) website and include #D4BH when you post.

[**Click here to download the Data for Better Health social media graphics.**](https://www.ahima.org/media/s3uly5sh/toolkit.zip)

**Thank you for your ongoing support of Data for Better Health!**