#BehindTheMask Campaign Toolkit

Overview:

To recognize all those who are working tirelessly across our state to care for their patients and communities, the Florida Hospital Association (FHA) has launched the #BehindTheMask social campaign.

Each hospital is asked to post pictures of physicians, nurses, respiratory therapists, environmental services staff and countless other hospital employees who serve their patients and communities with courage and compassion. Please use the #BehindTheMask hashtag on all social media accounts — and include a message about what motivates these employees to put on the mask to serve others every day. If hospital employees have their own accounts, they can share there, too.

Communication Themes

- Personalizing the health care worker behind the mask – what motivates Florida’s hospital and health care workers to serve their patients and communities.
- Creating uplifting and real messages from the people on the frontline of this fight.
- Building social confidence that hospitals in communities around our state are prepared and ready to care for all.

Executing the #BehindTheMask Campaign:

- The content is simple — a photo or selfie and under 200 characters about the person behind the mask.

- Post on Facebook, Instagram, Twitter and LinkedIn and use the hashtag #BehindTheMask

Employee Social Posting Step-By-Step:

1. Take a selfie/close up photo of yourself wearing a medical mask
2. One or two pieces of biographical information (kids, hobbies)
3. Write something about what inspires you to do your job
4. Post your picture and message on social media using #BehindTheMask hashtag and tagging/@ your hospital
Example:

I'm Alenna #BehindTheMask. I'm a Registered Nurse @BrooksRehab.

I love spoiling my niece & nephews and traveling with my husband. I'm inspired by my patients. To see them try their best even when their whole lives have been changed. It makes me do better by them. #COVID19

I'm Vicky #BehindTheMask.

I've been occupational therapist @BrooksRehab for 9 yrs. I love the outdoors, walking my dog Peach & spending time with family & friends. I'm inspired by all of my co-workers, they have such amazing hearts, passion & care for their patients. #COVID19

Hospital Social Posting Step-by-Step:

1. Take a selfie or photo of employee wearing a medical mask
2. One or two pieces of biographical information (kids, hobbies, etc.)
3. Write something about what inspires this person to do their job
4. Post on social media using #BehindTheMask hashtag
Example:

#BehindTheMask is Arryn. She's an occupational therapist @BrooksRehab.

She loves to travel, and she can't live without her coffee or trips to Disney with her family! People inspire her and she loves working with older adults. #COVID19

Sharing with FHA:

Share the link with the FHA team directly on social media with #BehindTheMask or by email at communications@fha.org.

This allows the FHA Communications team to promote these stories through earned and paid media. For instance, if you post a hospital worker's story, our social media team may want to put paid resources towards making sure more people see and engage with those posts.

Increase Momentum:

In order for this to have an impact on social and be an easy lift on hospital communications teams, we encourage you to find one outgoing health care professional and ask them to help with recruiting their friends and colleagues to join in.