

Theme: *"Your Health, Your Home, Your Clinic"*

Core Goal: To educate the community on what an RHC is, what services they provide, and how they make healthcare more accessible.

Campaign Summary Checklist for Implementation:

- **Frequency:** 2 posts per week for 3 weeks.
- **Platforms:** Facebook (highest engagement for rural demographics), Instagram (for younger families), and local community Facebook Groups.
- **Key Metrics to Track:**
 - Number of "New Patient" inquiries via DM/Comments.
 - Shares (indicates community trust/referral).
 - Website clicks to the "Services" page.
 - Number of comments/questions on posts

Customize this template for your RHC!

Option 1 - Fully Customizable: <https://canva.link/teu8np002p8iafs>

Select this option if you want to customize all of the photos in your campaign!

You will need:

- 6 photos of popular landmarks or familiar spots in your community
- 1 photo of your clinic exterior or a photo of your staff in front of the building
- 14 photos of your staff in action – checking patients in, providing care, talking with one another, etc. Can substitute stock photos here!
- 4 photos from a provider – recommend 1 portrait or headshot and 3 personal photos.
- Your RHC logo with a transparent background

Option 2 – Partially Customizable: <https://canva.link/8si5i8q1jo16m3h>

Select this option to want to customize your community photos and utilize stock photos in place of images of your providers and patients.

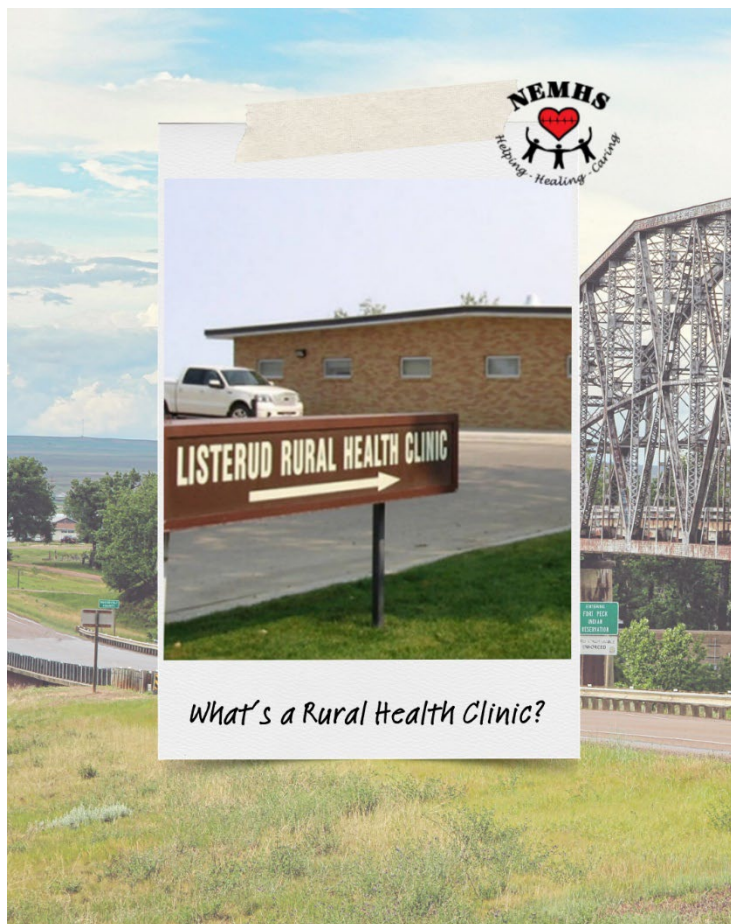
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The "What is it?" (Awareness)

Post 1: The Big Picture

- **Visual:** A high-quality photo of the clinic exterior or a friendly photo of the staff standing in front of the building.
- **Caption:** Have you seen our signs but aren't quite sure what a "Rural Health Clinic" actually is? 🤔 Simply put: We are your community's medical home! An RHC is a clinic specifically designed to provide high-quality primary care to people living in rural areas. No long drives to the city—just expert care right here in your backyard. 🏡 🩺 #RuralHealth #CommunityCare #YourHealthHome #FACILITYNAME
- **Call to Action (CTA):** Visit our website to see our full list of services!



Spotlight your logo front and center!

Customize the background image with a notable landmark or popular spot in your community!

Spotlight your clinic with a photo of your building or staff near your sign!

Post 2: The "Primary Care" Breakdown

- **Visual:** A slide deck. Slide 1: "What do we actually do?" Slide 2: "Preventative Care (Check-ups, vaccines)" Slide 3: "Chronic Disease Management (Diabetes, Blood Pressure)" Slide 4: "Acute Care (Colds, Flu, Minor Injuries)."
- **Caption:** Think of us as your first stop for health. From your annual physical to managing a long-term condition, we're here to keep you healthy and out of the hospital. 🌞 #Wellness #PrimaryCare #RuralLiving #FACILITYNAME
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Use the same background image for all the images in this carousel to create continuity!



The "Why Us?" (Value Proposition)

Post 3: The "No More Long Drives" (Relatability)

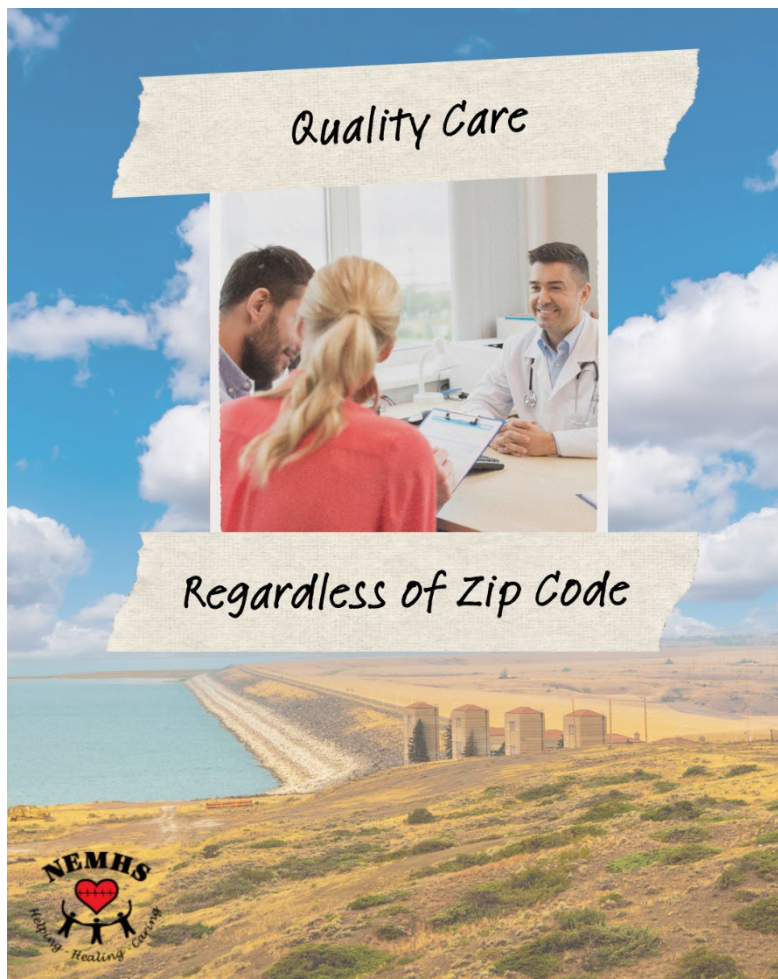
- **Visual:** A photo of a local landmark or a scenic road leading toward the clinic.
- **Caption:** Remember when a specialist appointment meant a two-hour drive and a whole day off work? 🚗👤 Not anymore. By bringing essential healthcare services to [Insert Town/County Name], we're putting your time and health first. Less time on the road, more time with your family. ❤️ #LocalCare #RuralWellness #SaveTheDrive #FACILITYNAME



Customize the background image with a notable landmark or popular spot in your community! A dirt road or highway is well-suited for the theme of this post.

Post 4: Accessibility & Affordability (Educational)

- **Visual:** A clean, simple graphic with the text: *"Quality Care, Regardless of Zip Code."*
- **Caption:** Did you know RHCs are designed to make healthcare more accessible? We work with a variety of insurance plans and offer [mention sliding scales or Medicare/Medicaid if applicable] to ensure that everyone in our community can get the care they deserve. 🤝 #CommunityHealth #AffordableCare #FACILITYNAME



Customize the background image with a notable landmark or popular spot in your community!

The Human Element (Trust & Conversion)

Post 5: Meet the Provider (Humanizing)

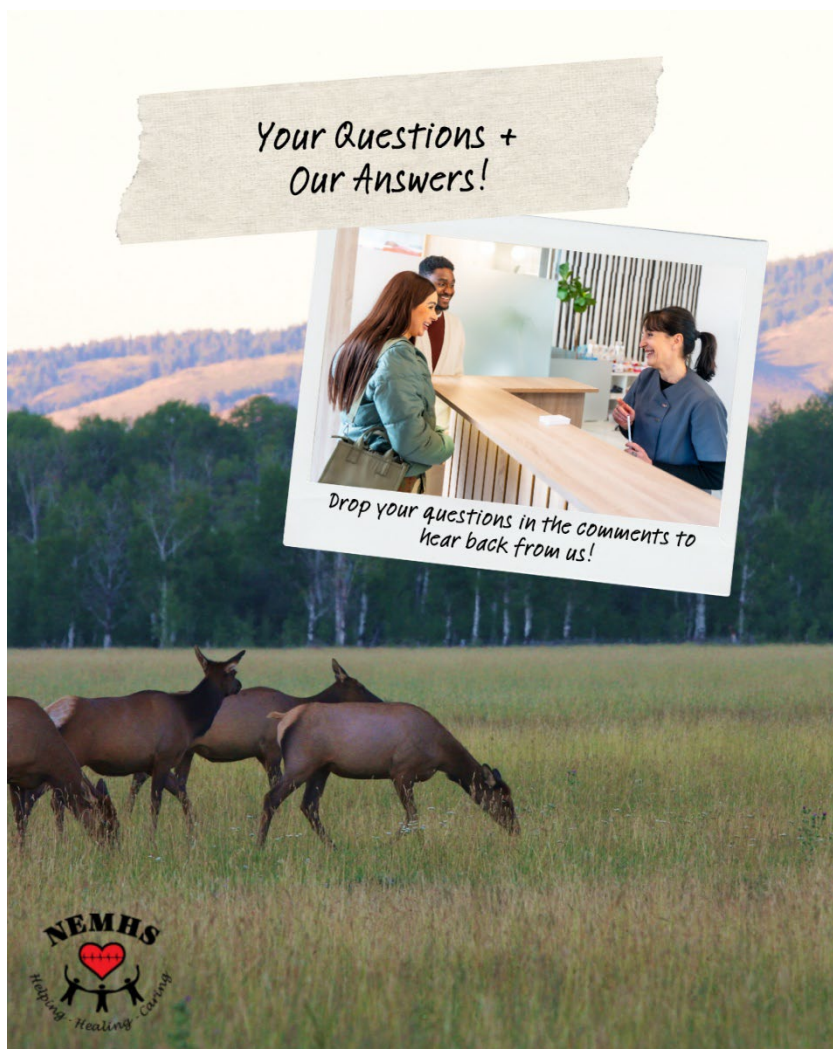
- **Visual:** A "Spotlight" photo of a nurse practitioner or doctor smiling.
- **Caption:** Meet [Name], one of our dedicated providers! [Name] loves working in [Town] because [insert short quote about loving the community]. When they aren't in the clinic, you can find them [mention a local hobby, e.g., fishing at the lake]. Come say hi! 🙋 #MeetTheTeam #LocalHeroes #RuralHealth #FACILITYNAME



Have your spotlighted provider(s) provide one headshot or professional photo and 3 photos that show off their personality and interests. You can spotlight multiple providers throughout this campaign if you would like!

Post 6: FAQ Friday (Engagement)

- **Visual:** A "Question & Answer" graphic.
- **Caption:** You ask, we'll answer! 💬
 - Q: *Do I need a referral to come here?*
 - A: *[Insert Answer, e.g., "No! We are your primary entry point for care."]*
 - Q: *Do you take walk-ins?*
 - A: *[Insert Answer].*
 - Have more questions? Drop them in the comments! 🙋 #FAQ #HealthTips #CommunitySupport #FACILITYNAME



Encourage community engagement in this post by promptly responding to questions in the comments.