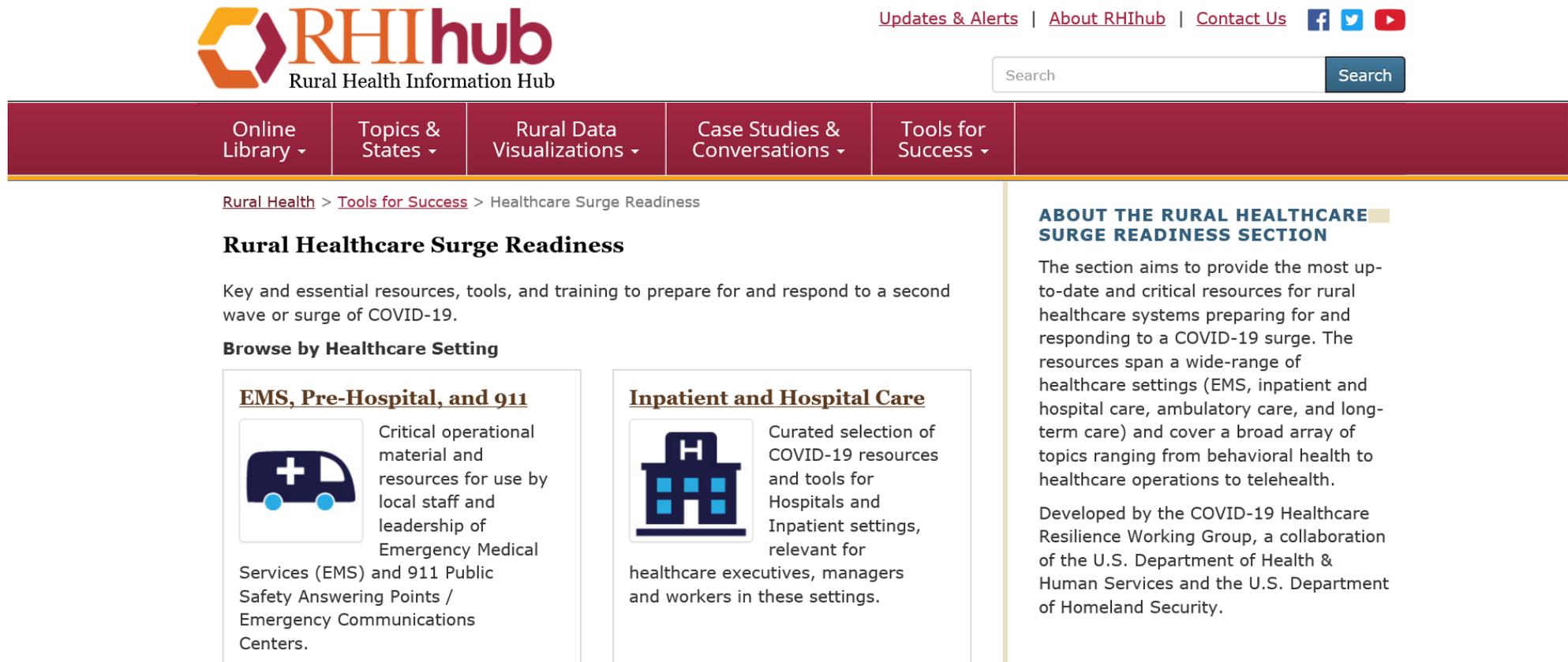


# **Rural Healthcare Surge Readiness Web Portal: Social Media and Dissemination Kit**

Federal Healthcare Resilience Working Group  
Rural Surge Readiness Team

# How to access the web portal

The Rural Healthcare Surge Readiness web portal can be found at <https://www.ruralhealthinfo.org/healthcare-surge-readiness>, or by visiting the Rural Health Information Hub's website (<https://www.ruralhealthinfo.org>) and navigating to the Tools for Success page, where the web portal is listed.



The screenshot shows the Rural Health Information Hub (RHInhub) website. The header includes the RHInhub logo, navigation links for 'Updates & Alerts', 'About RHInhub', and 'Contact Us', and social media icons for Facebook, Twitter, and YouTube. A search bar is located in the top right. The main navigation menu is a dark red bar with the following items: 'Online Library', 'Topics & States', 'Rural Data Visualizations', 'Case Studies & Conversations', and 'Tools for Success'. The 'Tools for Success' menu item is selected, leading to a breadcrumb trail: 'Rural Health > Tools for Success > Healthcare Surge Readiness'. The main content area is titled 'Rural Healthcare Surge Readiness' and contains a paragraph: 'Key and essential resources, tools, and training to prepare for and respond to a second wave or surge of COVID-19.' Below this is a section titled 'Browse by Healthcare Setting' with two columns. The first column is 'EMS, Pre-Hospital, and 911' with an ambulance icon and text: 'Critical operational material and resources for use by local staff and leadership of Emergency Medical Services (EMS) and 911 Public Safety Answering Points / Emergency Communications Centers.' The second column is 'Inpatient and Hospital Care' with a hospital icon and text: 'Curated selection of COVID-19 resources and tools for Hospitals and Inpatient settings, relevant for healthcare executives, managers and workers in these settings.' On the right side of the page, there is a section titled 'ABOUT THE RURAL HEALTHCARE SURGE READINESS SECTION' with text: 'The section aims to provide the most up-to-date and critical resources for rural healthcare systems preparing for and responding to a COVID-19 surge. The resources span a wide-range of healthcare settings (EMS, inpatient and hospital care, ambulatory care, and long-term care) and cover a broad array of topics ranging from behavioral health to healthcare operations to telehealth. Developed by the COVID-19 Healthcare Resilience Working Group, a collaboration of the U.S. Department of Health & Human Services and the U.S. Department of Homeland Security.'

# Adding a tile/widget to your website

If you are able to add a hyperlinked image to your organization's website to drive traffic to the web portal, please use the Rural Healthcare Surge Readiness widget and embed a link to: <https://www.ruralhealthinfo.org/healthcare-surge-readiness>

## Widget Option 1

**Rural Healthcare Surge Readiness** 

Access critical healthcare resources to prepare for and respond to COVID-19



<https://www.ruralhealthinfo.org/healthcare-surge-readiness>

Developed by the Rural Surge Readiness Team, COVID-19 Healthcare Resilience Working Group 

## Image Download



Rural Healthcare Surge Readiness Web Portal Widget 1.png

## Widget Option 2

**Rural Healthcare Surge Readiness** 

Access critical healthcare resources to prepare for and respond to COVID-19

<https://www.ruralhealthinfo.org/healthcare-surge-readiness>

Developed by the Rural Surge Readiness Team, COVID-19 Healthcare Resilience Working Group 

## Image Download



Rural Healthcare Surge Readiness Web Portal Widget 2.png

## Twitter

If you have a professional Twitter account and would like to share this resource with your followers, you can use the language and download one of the images below to send out a tweet.

### Tweet Option 1:

1 in 5 Americans lives in a #rural community. As rural areas continue to respond to #COVID19, @HHSGov has developed a collection of essential resources, tools, and trainings for rural #healthcare workers. More info:

<https://www.ruralhealthinfo.org/healthcare-surge-readiness>

### Tweet Option 2:

New: @HHSGov has developed a new one-stop shop for #rural #healthcare workers, executives, and organizations on the front lines of the #COVID19 response. Learn more:

<https://www.ruralhealthinfo.org/healthcare-surge-readiness>

### Images Download:



Rural Healthcare Surge Readiness Web Portal Widget 2.png

Click to download  
image (sized for  
Twitter)

Last updated: July 30, 2020



*Screenshot of a tweet using the draft language and image provided*

## LinkedIn / Facebook

If you have a professional or organization LinkedIn or Facebook account and would like to share the web portal with your followers on those platforms, you can use the language below and post an image of the Rural Health Surge Readiness widget.

### **LinkedIn / Facebook Post Language:**

We know #rural #healthcare faces unique challenges in the fight against the #COVID19 pandemic. The Federal Healthcare Resilience Working Group has developed a collection of essential rural healthcare resources, tools, and trainings that healthcare workers and organizations – including EMS or 9-1-1, inpatient or hospital care, ambulatory care, and long-term care - can utilize to prepare for and respond to COVID-19. Access the one-stop shop for rural healthcare:

<https://www.ruralhealthinfo.org/healthcare-surge-readiness>

### **Image Downloads:**



Rural Healthcare Surge Readiness Web Portal Widget 1.png



Rural Healthcare Surge Readiness Web Portal Widget 2.png

## Instagram

If you have a professional or organization Instagram and would like to share the web portal with your Instagram followers, you can post an image of the Rural Health Surge Readiness widget. Add the link in your Instagram bio, or provide the link through the “swipe up” mechanism in your Instagram story.

### **Instagram Caption language:**

We know #rural #healthcare faces unique challenges in the fight against the #COVID19 pandemic. The Federal Healthcare Resilience Working Group has developed a collection of essential rural healthcare resources, tools, and trainings that healthcare workers and organizations – including EMS or 9-1-1, inpatient or hospital care, ambulatory care, and long-term care - can utilize to prepare for and respond to COVID-19. Access the one-stop shop [through the link in bio / by swiping up].

### **Image Downloads:**



Rural Health Readiness Web Portal\_Instagram.png

## Promoting the web portal via email announcement

If you would like to share the web portal with your network via email, you can use or adapt the language below. **If you plan to share the email with a large number of recipients, remember to put recipients in the BCC line!**

### **Email Announcement Language:**

We know rural healthcare faces unique challenges in the fight against the COVID-19 pandemic. The Federal Healthcare Resilience Working Group (HRWG) has developed the [Rural Health Surge Readiness web portal](#), a collection of essential rural healthcare resources, tools, and trainings that healthcare workers and organizations – including EMS & 9-1-1, inpatient & hospital care, ambulatory care, and long-term care – can utilize to prepare for and respond to COVID-19. This one-stop shop for rural healthcare lets users quickly find the information they need to prepare for or respond to surge events, navigate financial challenges related to the pandemic, and can enhance their capacity and capability to provide lifesaving care to Americans who live in rural areas across the country.

Reach the portal here: <https://www.ruralhealthinfo.org/healthcare-surge-readiness>

For more information, contact the Federal Healthcare Resilience Working Group at: [HCSRTF-COVID-19@hhs.gov](mailto:HCSRTF-COVID-19@hhs.gov).

## Promoting the web portal with your email signature

If you would like to share the web portal with your network via email, you can use or adapt the language below in your email signature, and/or include the widget image with a hyperlink to the web portal embedded.

### **Email Signature:**

Access the new Rural Healthcare Surge Readiness Web Portal for essential rural health care resources, tools, and trainings to prepare for and respond to COVID-19: <https://www.ruralhealthinfo.org/healthcare-surge-readiness>

### **Image Downloads**



Rural Healthcare Surge Readiness Web Portal Widget 2.png