



Don't Wait Mate social media posts templates

The below wording contains the text to be used to create 4 different social media tile templates that can be used with different selfies from HCPs. This copy has been kept fairly general to apply to many professions.

There is also example copy that can be used for posting with the images. This should be refined by each organisation to target their specific audience.

In-image text:

1. General practice team

General healthcare doesn't stop for COVID-19 #DontWaitMate

2. Diagnostic imaging and pathology (Radiologists, pathologists, collectors etc)

If you need a pathology test or a scan #DontWaitMate

3. General health 1 (all health professionals)

If you need physical or mental healthcare #DontWaitMate

4. General health 2 (all health professionals)

When it comes to your healthcare #DontWaitMate

Suggested copy for posts, should be personalised as needed for each organisation / profession:

1. General practice

Your local practice may look a little different right now, but general healthcare doesn't stop during the pandemic. We are here to keep you well, so if you need an appointment or have questions about accessing care, get in touch. Please #DontWaitMate

2. Diagnostic imaging and pathology

Your scans and pathology tests provide information that your doctors need to diagnose and treat you. We are still here to provide those vital tests and scans, and practising extra hygiene measures to keep you safe, so please #DontWaitMate

3. General health 1

Health services may look a little different at the moment, but what hasn't changed is that your physical and mental health is our priority. If you aren't feeling well, get in touch and let us help. Whatever you do #DontWaitMate

4. General health 2

During the pandemic we know many people have put off their regular health appointments, tests or tried to ignore new symptoms. This could mean delayed diagnosis of a serious illness, or an existing condition getting worse. If you have put off an appointment, now is the time to get in touch #DontWaitMate