



Project Health Outreach Toolkit



Social Media Toolkit for Project Health

You are invited to share the included example posts on Twitter, Facebook and Instagram, as well as create your own posts, and/or re-share CVS Health posts.

General Tips

- Follow @CVSHealth and @CVSinAction on Twitter, Facebook and Instagram
- Use hashtag #ProjectHealth when sharing content
- Tag @CVSHealth and/or @CVSinAction on Twitter, Facebook and Instagram



Sample Tweets (Can also be used on Instagram)

- Did you know @CVSHealth is offering free health screenings through its annual @CVSinAction #ProjectHealth events at select @CVSPharmacy locations? Find a location near you and get your screening today!
www.cvs.com/ProjectHealth
- Free #ProjectHealth screening events from @CVSHealth offer information on weight management, diabetes resources & smoking cessation programs. Learn more and find a @CVSPharmacy location at
www.cvs.com/ProjectHealth
- Free wellness screenings are happening all weekend as part of @CVSHealth's annual @CVSinAction #ProjectHealth Campaign! Find a location near you and get your screening today! www.cvs.com/ProjectHealth
- I just had a free wellness screening at @CVSPharmacy as a part of @CVSHealth's annual #ProjectHealth wellness events! Find a location near you and get your screening today! www.cvs.com/ProjectHealth [include photo of yourself getting a screening!]



Sample Facebook Posts (Can also be used on Instagram)

- Did you know CVS Health [tag @CVSHealth page] is offering free health screenings through its annual CVS in the Community [tag @CVSinAction page] #ProjectHealth events at select CVS Pharmacy [tag @CVS Pharmacy page] locations? Find a location near you and get your screening today! www.cvs.com/ProjectHealth
- Free #ProjectHealth screening events from CVS Health [tag @CVSHealth page] offer information on weight management, diabetes resources & smoking cessation programs. Learn more and find a CVS Pharmacy [tag @CVS Pharmacy page] at www.cvs.com/ProjectHealth
- Free wellness screenings are happening all weekend as part of CVS Health's [tag @CVSHealth page] annual CVS in the Community [tag @CVSinAction page] #ProjectHealth Campaign! Find a location near you and get your screening today! www.cvs.com/ProjectHealth
- I just had a free wellness screening at CVS Pharmacy [tag @CVS Pharmacy page] as a part of CVS Health's [tag @CVSHealth page] annual #ProjectHealth wellness events! Find a location near you and get your screening today! www.cvs.com/ProjectHealth [include photo of yourself getting a screening!]