



# Media Toolkit

Resource Pack



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# Media Toolkit

Let's share our fantastic Care Home Open Week activities and stories far and wide! This toolkit has been developed for you to help share and promote Care Home Open Week. Your support is making an amazing difference – thank you.

We hope this toolkit is super useful (please let us know), it includes content and supporting creative materials that you can use on your social media, website and any of your other digital platforms.

Please also add your Comments, Loves and likes to the Championing Social Care social media content. Let's get sharing.



# Digital Media

## Ready-made Content

We have developed various tools and guides to assist you in creating blog articles, newsletters, and website content. The package includes pre-designed content and images, such as email signature badges, for ease of use.



[Download the Digital Media Pack](#)

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# Social Media

## Ready-made Content and Posts

We've prepared various pre-made social media posts to help promote your Care Home Open Week events. The pack includes templates and images for different social platforms.

[Download Social Media Pack](#)



# Key information to include in social media messaging: Accounts to Tag

Twitter: Thanks to our key sponsors,

@Virgin Money

@Christie and Co

@Civitas Management Limited

@brownejacobson

@dementia\_music

@PersonCentredSW

## Website

[championingsocialcare.org.uk/care-home-open-week/](https://championingsocialcare.org.uk/care-home-open-week/)





# Care Home Open Week

16<sup>th</sup> - 22<sup>nd</sup> June 2025

[www.championingsocialcare.org.uk](http://www.championingsocialcare.org.uk)

## Our Supporters

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