



# Media Toolkit

Resource Pack



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# Media Toolkit

The toolkit has been developed for care homes, internal and external partners, supporters as well as collaborators of Championing Social Care, to share and promote the upcoming Care Home Open Week. The toolkit includes content and supporting creative assets that can be incorporated on digital platforms to encourage various social care sector organisations and individuals to share details on the much-awaited Care Home Open Week.



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# Digital Media

Suggested Content



[Download the Digital Media Pack](#)

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# Social Media

Suggested Content  
and Posts

[Download Social Media Pack](#)



# Example Tweets:

**care home open week**

**Connecting Communities**

26<sup>th</sup> June - 2<sup>nd</sup> July 2023

Sponsored by:

**Virgin MONEY**

**CIVITAS**  
INVESTMENT MANAGEMENT

**CHRISTIE & CO**

**#ConnectingCommunities #CHOW**  
**#SparkleForSocialCare**

Have you registered your #CareHome with #CHOW (26th June - 2nd July) or interest in collaborating with @ChampioningCare's upcoming @CareHomeWeekUK?

Support the care sector, wait no more & click now to register <https://lnkd.in/es52Y3p>

Our aim is simple: enrich the lives of UK's care homes by engaging communities to meet residents & the exceptional care professionals that care for them, along with the incredible people working in care sector! We want you to be part of it!

Support the care sector, wait no more & click now to register for #CHOW 2023 <https://lnkd.in/es52Y3p>

# Suggested LinkedIn Posts



**Care Home Open Week**  
26<sup>th</sup> June – 2<sup>nd</sup> July 2023

[Register now](#)

## #ConnectingCommunities

Have you registered your [#CareHome](#) with Championing Social Care's [#CHOW](#) (26th June - 2nd July 2023) or interest in collaborating with [Championing Social Care's](#) upcoming Care Home Open Week?

Register here: <https://lnkd.in/es52Y3pP>

Thanks to the headline donors of @  
ChampioningSocialCare for making this initiative happen  
- [Virgin Money](#), [Civitas Investment Management Limited](#)  
and [Christie & Co](#) - <https://lnkd.in/e3cixTgk>

[#MeetTheTeam](#) [Mitesh Dhanak](#) | [Vishal Shah, CFA](#) |  
[Debbie Harris](#) | [Morten Mathiesen](#) | [Amanda Marques](#) |  
[Ben Allen](#)

# Suggested LinkedIn Posts



## #CHOW #ConnectingCommunities

Are you passionate about supporting your community and the care homes in your area?

We are actively supporting and participating in this year's [#CHOW](https://lnkd.in/es52Y3pP), an initiative that connects communities and delivers positive impact in the social care sector - <https://lnkd.in/es52Y3pP>

Care Home Open Week is one of the most impactful initiative connecting social care communities across the UK!

Register your [#CareHome](https://lnkd.in/es52Y3pP) (26th June - 2nd July 2023) with Care Home Open Week 2023 now - <https://lnkd.in/es52Y3pP>

# Suggested Instagram Posts



## **#CHOW #ConnectingCommunities**

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# Graphics to use on your website

  
**care home  
open week**  
26 June - 2 July  
2023

## Connecting Communities

Enriching the care sector by connecting care homes, residents and care professionals with diverse communities and making a positive impact

Register at:

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

Sponsored by:

  

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Badges for participation in-person and virtually where applicable:



[Download Media Pack](#)

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# 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

## Website

<https://championingsocialcare.org.uk/care-home-open-day/find-out-more/>





# Care Home Open Week

26<sup>th</sup> June – 2<sup>nd</sup> July 2023

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

Championing Social Care is hosted by the CareTech Foundation  
Charity Number 1182567 Company Number 11651094

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