



# MARKETING & COMMUNICATIONS

Monday, February 1, 2016

## This Friday, February 5, 2016 is **#WearHadassahRed** day

Never heard of it? Well, in actuality it's the American Heart Association's **National Wear Red Day** on February 5 but, as part of our new collaboration with AHA, Hadassah has created its own campaign to support **American Heart Month**.

The **#WearHadassahRed** campaign will be strictly on social media and we need **YOU** to help us make it huge! What will we all be wearing? We're wearing **RED lipstick** to showcase Hadassah's commitment to heart health.

As you know, Heart disease is the #1 killer of women in the US – so let's spread the word and educate our friends, family and the hundreds of thousands of people that will see this campaign because you all will be sharing it far and wide. Here's how it will work:

1. Take photos of yourself wearing red lipstick and HOLD THEM UNTIL FEB. 5. Please be creative by putting your red lips in fun places, i.e. on your pet, someone's cheek (spouse, partner, child), window, shirt collar, back of your hand...
2. On **Wednesday and Thursday this week**, Hadassah's national Facebook page and Twitter feed will start putting out "teasers" to let everyone know that something big will be coming on Friday, February 5. SHARE THIS MESSAGE on your personal FB page, Region/Unit FB page, Twitter or other social media forums.
3. On **Friday** the fun begins! National Hadassah will be posting all day and we invite you to SHARE our posts, POST on your own pages, COMMENT on a National Hadassah post. Tell everyone you know about this campaign. You must include the hashtag **#WearHadassahRed** and tag **@Hadassah** in your posts. (If you don't know how to tag, skip it, but do include the hashtag.)
4. One more detail. Please include the **brand name of your lipstick** in your post at least once. We will take a survey at the end of the campaign to see what the most popular brand was and perhaps partner with them in the future.

Here are some sample posts to start you off and then just have fun. The goal is to keep reminding people about the dangers of heart disease through this fun, easy, engaging campaign. **And don't forget to include your PHOTOS!**

*#WearHadassahRed today to support American Heart Month. @Hadassah is collaborating with the American Heart Association's National Wear Red Day to fight heart disease. Pucker up and help me spread the word – heart disease is the #1 killer of women in the US. (include photo)*

*Today's the day to pucker up and fight heart disease. #WearHadassahRed is Hadassah's collaboration with the American Heart Association's National Go Red Day. Loving @Hadassah, loving life! Did you know that heart disease kills more women than breast cancer? (include photo)*

**Tag your friends, family:**

***@friend @friend @sister @mom** – Join me for #WearHadassahRed day. I'm wearing L'Oreal. What is your lips of choice today? Support American Heart Month and fight heart disease. Learn more at <http://www.hadassah.org/health-medicine-in-us/heart-health/> (include photo)*

**IMPORTANT** – please pass this entire message to your units and ask them to participate as well. For those of you who have Facebook administrators, please make sure they are aware and on board!

Heart Health is an important initiative for HWZOA. As we get ready for the Every Step Counts program, use this as your social media kickoff for February American Heart Month. Have fun and feel free to contact one of us if you need assistance or for more information.

Thank you -

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