

Social Media Suggestions

The Beryl Institute is happy to provide you and your organization these suggested posts to promote Patient Experience Week. We encourage the global patient experience community to post these on your Facebook and/or Twitter account to create awareness about this special week celebrating healthcare staff and the impact you have on patients, residents and family members every day.

Suggested Twitter Posts

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| Happy #PXWeek! This week recognizes how all #healthcare staff impacts #patients & #families every day http://bit.ly/PXWeek18 |
| #PXWeek provides time to reenergize and honor people who impact #ptexp. Share how your org is celebrating this week http://bit.ly/PXWeek18 |
| During #PXWeek @BerylInstitute honors #healthcare staff as part of the #ptexp movement. What does #ptexp mean to you? http://bit.ly/PXWeek18 |
| You are the #PtExp! Share your #IMPX photo with us and tweet your photo to @BerylInstitute with #IMPX http://bit.ly/PXWeek18 |
| #PtExp includes impact of #healthcare staff. View @BerylInstitute learning bite on defining #ptexp in ur org #PXWeek http://bit.ly/PXWeek18 |
| Happy Patient Experience Week! Patient Experience is...? @BerylInstitute wants to hear what #ptexp is to you #PXWeek http://bit.ly/PXWeek18 |

Suggested Facebook Posts

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| Happy Patient Experience Week! This week celebrates our healthcare staff impacting patient experience every day. From our nurses and physicians, to support staff and executive professionals, to patients, families and communities served, The Beryl Institute hopes to bring together healthcare organizations across the globe to observe PX Week. <i>[include photo of healthcare staff]</i> |
| April 23 – 27 is Patient Experience Week. We're celebrating our healthcare staff by <i>[insert event or activity]</i> . Thank you for all you do for our patients and families every day! <i>[include photo of healthcare staff]</i> |
| We're celebrating Patient Experience Week by honoring our <i>[insert department and/or team]</i> for their impact in improving the patient experience every day. We would love to hear your patient experience stories. How has patient experience impacted you? |
| Happy Patient Experience Week! This week, we celebrate our team impacting patient experience every day. The Beryl Institute defines patient experience as the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care. What does patient experience mean to you? |
| Join us during Patient Experience Week, April 23 – 27, to honor our healthcare staff for their patient experience impact. <i>[Include activity details if applicable.]</i> You are all the patient experience! <i>[include photo with IMPX card]</i> |