



SAMPLE SOCIAL MEDIA & WEB CONTENT

Sample Facebook Posts

- » Let's make an appointment for appreciation on March 30! The North Carolina Medical Society and [insert your organization] are celebrating National Doctors' Day with our homegrown tradition: North Carolina Doctors' Day. To mark the occasion, nominate a doctor you know and respect for the NC Doctor of the Year Award - and celebrate the care and compassion physicians across our state have for their patients. #thxdocnc ncdoctorsday.org
- » Great doctors. Grateful patients. Celebrate NC Doctors' Day by nominating a doctor who has made a difference in your life for the NC Doctor of the Year Award. #thxdocnc ncdoctorsday.org
- » Hey, voting starts today for the NC Doctor of the Year Award! The top 10 finalists are passionate about keeping patients healthy - and about enhancing health care for all of us in North Carolina. Go check out the finalists and VOTE! #thxdocnc ncdoctorsday.org
- » It's NC Doctors' Day! We are celebrating the caring oncologist who helps women beat breast cancer... the cardiologist who performs life-saving surgery... the pediatrician who makes a difference when children are sick. Check out the "Doc Stars" who make up this remarkable profession. #thxdocnc ncdoctorsday.org
- » Attention health care staff and administrators! Voting starts today for the NC Doctor of the Year Award. Check out the top 10 finalists and rally support for YOUR favorite candidate. It's all about making a difference for patients in North Carolina. #thxdocnc ncdoctorsday.org

We hope your organization will also create posts about your nominee(s) and/or finalist(s). Please be sure to include the hashtag #thxdocnc and link back to ncdoctorsday.org.



Sample tweets

- » Great doctors. Grateful patients. Celebrate NC Doctors' Day with us. ncdoctorsday.org #thxdocnc
[insert your own # here]
- » Know a great doctor? NOMINATE them for the NC Doctor of the Year Award and show them some love! ncdoctorsday.org #thxdocnc
- » We're celebrating the doctors who improve lives every day in North Carolina. VOTE NOW!
ncdoctorsday.org #thxdocnc
- » SHARE your story about a doctor who has performed miracles for you. ncdoctorsday.org.
#thxdocnc
- » We're celebrating and recognizing all that our hardworking physicians do for us. Check out the "Doc Stars" at ncdoctorsday.org. #thxdocnc

Sample web banner ad copy

Great doctors. Grateful patients. Celebrate NC Doctors' Day at ncdoctorsday.org.

Sample email copy

[Getting doctors ready for something special to arrive and/or to check social media on March 30th.]

March 30, NC Doctors' Day, is an appointment for appreciation! We are grateful for all that you do to improve the lives of your patients - and to make our communities healthier. Make sure to check out ncdoctorsday.org on March 30.

