**Think Which Service**

**Thunderclap social media proposal and post copy – Wednesday 12 – Tuesday 18 February**

**The concept**

**What?**

The idea behind the thunderclap is everyone posting the same thing at the same time.

**Why?**

To amplify the ‘Think Which Service’ campaign messages, increase reach and maximise impact across Shropshire, Telford and Wrekin.

**When?**

We're inviting all partners to take part between Wednesday 12 February and Tuesday 18 February.

**How it will work**

* A number of working days prior to launch, we will share a ‘Think Which Service - thunderclap’ social media toolkit. The toolkit will provide agreed social media content, including graphics, hashtags and, importantly, a schedule.
* We are proposing that during the week, two nominated time slots will be devoted to the ‘Think Which Service’ campaign each day. During this time, we are proposing that **TWO** social media messages will be issued, one at each of the following times: **7am and 5pm each day**.
* For the thunderclap to work, it will be critical that all system comms colleagues **schedule the posts on the day and time provided in the schedule**. This will maximise impact.

**Wednesday 12 February - Self care**

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| **Time** | **Image** | **X (Twitter) copy** | **Facebook / LinkedIn copy** | **Instagram copy** |
| **7am** | Ella 1-4 | Norovirus is highly contagious, and we have seen a rise in cases recently.  Symptoms include:  • Vomiting 💥  • Diarrhoea 💩  • Stomach cramps 🤕  💡 Stay safe:  • Rest and hydrate 💧  • Wash your hands regularly 🧼  Stay healthy and protect others! 🧡 | Norovirus is highly contagious, and we have seen a rise in cases recently.  Symptoms include:  • Vomiting 💥  • Diarrhoea 💩  • Stomach cramps 🤕  🦠 How it spreads: Contact with contaminated surfaces, food, or water. Stay home if you’re sick to avoid spreading it!  💡 Stay safe:  • Rest and hydrate 💧  • Wash your hands regularly 🧼  Stay healthy and protect others! 🧡  #Norovirus #NHSSTW #ThinkWhichService #NHS | Norovirus is highly contagious, and we have seen a rise in cases recently.  Symptoms include:  • Vomiting 💥  • Diarrhoea 💩  • Stomach cramps 🤕  🦠 How it spreads: Contact with contaminated surfaces, food, or water. Stay home if you’re sick to avoid spreading it!  💡 Stay safe:  • Rest and hydrate 💧  • Wash your hands regularly 🧼  Stay healthy and protect others! 🧡  #Norovirus #NHSSTW #ThinkWhichService #NHS |
| **5pm** | First aid kit stopmotion | Winter can bring a variety of health challenges, from colds and flu to minor injuries.  Having a well-stocked medicine cabinet can help you manage these issues effectively 💊  For more information➡️️ thinkwhichservice.co.uk  #ThinkWhichService #NHSSTW #Winter #SelfCare #Medicines | Help keep yourself well this winter and stock your first-aid kits 🩹💊   * Painkillers * Antihistamines * Anti-diarrhoeal medicine * Antiseptic cream (for bites and stings) * Oral rehydration salts * Indigestion treatment * Plasters and bandages * Thermometer   Is your first-aid kit #WinterReady?  Find out more 👉 thinkwhichservice.co.uk  #NHS ##ThinkWhichService #FirstAid #FirstAidKit #NHSSTW #SelfCare #NHS | Help keep yourself well this winter and stock your first aid-kits 🩹💊   * Painkillers * Antihistamines * Anti-diarrhoeal medicine * Antiseptic cream (for bites and stings) * Oral rehydration salts * Indigestion treatment * Plasters and bandages * Thermometer   Is your first-aid kit #WinterReady?  #NHS ##ThinkWhichService #FirstAid #FirstAidKit #NHSSTW #SelfCare #NHS |

**Thursday 13 February - Mental health**

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| **Time** | **Image** | **X (Twitter) copy** | **Facebook / LinkedIn copy** | **Instagram copy** |
| **7am** | Need to talk | You're not alone, help is just a call or text away 💚  📞 **Samaritans**: Call 116 123 (24/7).  💬 **Shout**: Text ‘SHOUT’ to 85258.  🌟 **Papyrus**: Call 0800 068 4141 or text 07860 039967.  🚨 **NHS 111**: Select the mental health option.  Support is here – reach out.  #YouAreNotAlone #NHSSTW | You're not alone, help is just a call or text away 💚  📞 Samaritans: Call 116 123 – available 24/7, free of charge.  💬 Shout: Text ‘SHOUT’ to 85258 for confidential support any time.  🌟 Papyrus HOPELINEUK: If you're under 35 or supporting someone who is, call 0800 068 4141, 07860 039967, or email [pat@papyrus-uk.org](mailto:pat@papyrus-uk.org)  🚨 NHS 111: For crisis support, select the mental health option.  Find out more 👉 <https://www.nhs.uk/nhs-services/mental-health-services/>  #YouAreNotAlone #NHSSTW #NHS | You're not alone, help is just a call or text away 💚  📞 Samaritans: Call 116 123 – available 24/7, free of charge.  💬 Shout: Text ‘SHOUT’ to 85258 for confidential support any time.  🌟 Papyrus HOPELINEUK: If you're under 35 or supporting someone who is, call 0800 068 4141 or 07860 039967.  🚨 NHS 111: For crisis support, select the mental health option.  #YouAreNotAlone #NHSSTW #NHS |
| **5pm** | Why can our mental health get worse | Shorter days and isolation – winter can challenge our mental health. Small steps like maintaining routines and staying connected can help.  🎧 Listen to Caroline Dugen-William’s expert tips 👉 <https://tinyurl.com/y4e3j37b> #MentalHealthMatters #ThinkWhichService | Winter can be a tough season for mental health ❄  With shorter days and more isolation, it’s easy for mood to dip. But small steps can make a big difference.  Caroline Dugen-Williams, Clinical Lead of Shropshire, Telford and Wrekin’s Talking Therapies, shares the benefits of staying connected and maintaining simple routines to support your mental health.  🎧Listen to Caroline’s full interview 👉<https://www.youtube.com/watch?v=9lzZO-hn9Qg>  #NHSSTW #MentalHealthMatters #WinterWellness #ThinkWhichService | Winter can be a tough season for mental health ❄  With shorter days and more isolation, it’s easy for mood to dip. But small steps can make a big difference.  Caroline Dugen-Williams, Clinical Lead of Shropshire, Telford, and Wrekin’s Talking Therapies, shares how staying connected and maintaining simple routines can help boost your mood this season 💬  #NHSSTW #MentalHealthMatters #WinterWellness #ThinkWhichService |

**Friday 14 February - NHS 111**

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| **Time** | **Image** | **X (Twitter) copy** | **Facebook / LinkedIn copy** | **Instagram copy** |
| **7am** | NHS 111 | Need advice this winter? Think NHS 111!  #NHS111 is available online or by phone and can help you check symptoms, provide dental advice, and offer information on prescriptions and medicines.  Visit ➡️ thinkwhichservice.co.uk  #ThinkWhichService #NHSSTW | Need advice this winter? Think NHS 111!  NHS 111 is available online or by phone and can help you check symptoms, provide dental advice, and offer information on prescriptions and medicines, helping to keep A&E available for those in urgent need.  For more information visit ➡️️thinkwhichservice.co.uk  #ThinkWhichService #NHSSTW #NHS #Winter #NHS111 #NHS111Online | Need advice this winter? Think NHS 111!  NHS 111 is available online or by phone and can help you check symptoms, provide dental advice, and offer information on prescriptions and medicines, helping to keep A&E available for those in urgent need.  #ThinkWhichService #NHSSTW #NHS #Winter #NHS111 #NHS111Online |
| **5pm** | **A person walking on grass  Description automatically generated**  Think Which Service video A&E signposting | Vanessa Whatley, Chief Nursing Officer, discusses what to do when you're feeling unwell or facing an emergency that doesn’t require A&E.  🤔 Think NHS 111: Unsure what to do? Visit NHS 111 online or call 111 for guidance.  For more information ➡️ thinkwhichservice.co.uk | Vanessa Whatley, Chief Nursing Officer, discusses what to do when you're feeling unwell or facing an emergency that doesn’t require A&E.  🤔 Think NHS 111: Unsure what to do? Visit NHS 111 online or call 111 for guidance.  💊 Think Pharmacy: Local pharmacists can help with over-the-counter medications for issues like sore throats and skin rashes.  🏥 Think Minor Injury Units: Our Minor Injury Units in Bridgnorth, Ludlow, Oswestry, and Whitchurch are here for urgent but non-life-threatening needs, like sprains and minor burns.  Think Which Service: For urgent care, you have options! Think NHS 111, Pharmacy and Minor Injury Units.  For more information visit ➡️️ thinkwhichservice.co.uk  #ThinkWhichService #NHS111 #NHSSTW #Pharmacy #MIU | Vanessa Whatley, Chief Nursing Officer, discusses what to do when you're feeling unwell or facing an emergency that doesn’t require A&E.  🤔 Think NHS 111: Unsure what to do? Visit NHS 111 online or call 111 for guidance.  💊 Think Pharmacy: Local pharmacists can help with over-the-counter medications for issues like sore throats and skin rashes.  🏥 Think Minor Injury Units: Our Minor Injury Units in Bridgnorth, Ludlow, Oswestry, and Whitchurch are here for urgent but non-life-threatening needs, like sprains and minor burns.  Think Which Service: For urgent care, you have options! Think NHS 111, Pharmacy and Minor Injury Units.  #ThinkWhichService #NHS111 #NHSSTW #Pharmacy #MIU |

**Saturday 15 February - Pharmacy**

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| **Time** | **Image** | **X (Twitter) copy** | **Facebook / LinkedIn copy** | **Instagram copy** |
| **7am** | Tia pharmacy case study 1-4 | Before booking a GP appointment think #PharmacyFirst 💊 #Pharmacists are highly trained to assess your symptoms and can usually provide the treatment you need – often without an appointment. Visit ➡️️thinkwhichservice.co.uk #ThinkWhichService #NHSSTW #NHS #Winter #Pharmacy | Before booking a GP appointment think #PharmacyFirst 💊  #Pharmacists are highly trained to assess your symptoms and can usually provide the treatment you need – often without an appointment.  For more information visit ➡️️thinkwhichservice.co.uk  #ThinkWhichService #NHSSTW #NHS #Winter #Pharmacy | Before booking a GP appointment think #PharmacyFirst 💊  #Pharmacists are highly trained to assess your symptoms and can usually provide the treatment you need – often without an appointment.  #ThinkWhichService #NHSSTW #NHS #Winter #Pharmacy |
| **5pm** | Think Which Service video pharmacy | Think #Pharmacy for day-to-day illnesses and minor health concerns 💊 Local community pharmacist, Alex, talks about how your pharmacy can give advice and medicines without a GP appointment. Visit ➡️️thinkwhichservice.co.uk #ThinkWhichService #NHSSTW #NHS #Pharmacy #Pharmacist | Think #Pharmacy for day-to-day illnesses and minor health concerns 💊  Local community pharmacist, Alex, talks about how your pharmacy can give advice and medicines without the need for a GP appointment.  For more information visit ➡️️  thinkwhichservice.co.uk  #ThinkWhichService #NHSSTW #NHS #Winter #Pharmacist #Pharmacy | Think #Pharmacy for day-to-day illnesses and minor health concerns 💊  Local community pharmacist, Alex, talks about how your pharmacy can give advice and medicines without the need for a GP appointment.  #ThinkWhichService #NHSSTW #NHS #Winter #Pharmacist #Pharmacy |

**Sunday 16 February – GP Extended Healthcare Teams**

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| **Time** | **Image** | **X (Twitter) copy** | **Facebook / LinkedIn copy** | **Instagram copy** |
| **7am** | GP extended healthcare team video | Learn more about the healthcare professionals working alongside GPs 🩺  Learn more about how these extended healthcare teams are here to help ➡ <https://bit.ly/4i4oZOj>  #NHS #NHSSTW #GP | Learn more about the healthcare professionals working alongside GPs. 🩺  Based in general practices, these roles can include:   * General Practice Nurses * First Contact Physiotherapists * Dieticians * Social Prescribers * Clinical Pharmacists * Community Care Co-ordinators * Dementia Care Co-ordinators   Learn more about how these extended healthcare teams are here to help ➡ <https://bit.ly/4i4oZOj>  #NHS #NHSSTW #GeneralPractice #ThinkGPHealthcareTeams | Learn more about the healthcare professionals working alongside GPs 🩺  Based in general practices, these roles can include:   * General Practice Nurses * First Contact Physiotherapists * Dieticians * Social Prescribers * Clinical Pharmacists * Community Care Co-ordinators * Dementia Care Co-ordinators   #NHS #NHSSTW #GeneralPractice #ThinkGPHealthcareTeams |
| **5pm** | Extended healthcare team graphic | “Our priority is making sure you’re seen by the most appropriate healthcare professional.”  Extended healthcare teams include people like nurse practitioners and pharmacists so you get seen by the right person for your needs.  Find out more 👉 thinkwhichservice.co.uk | “Our priority is making sure you’re seen by the most appropriate healthcare professional.” Jess Harvey, GP, NHS Shropshire, Telford and Wrekin  Extended healthcare teams include people like nurse practitioners, pharmacists and healthcare assistants, so you get seen by the right person for your needs.  Find out more 👉 thinkwhichservice.co.uk  #NHSSTW #ThinkGPHealthcareTeams #NHS | “Our priority is making sure you’re seen by the most appropriate healthcare professional.” Jess Harvey, GP, NHS Shropshire, Telford and Wrekin  Extended healthcare teams include people like nurse practitioners, pharmacists and healthcare assistants, so you get seen by the right person for your needs.  #NHSSTW #ThinkGPHealthcareTeams #NHS |

**Monday 17 February - MIU**

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| **Time** | **Image** | **X (Twitter) copy** | **Facebook / LinkedIn copy** | **Instagram copy** |
| **7am** | Oli MIU case study 1 - 4 | Your local #MinorInjuryUnit (MIU) can help you get the treatment you need, avoiding potentially long wait times in A&E⏰ Find out which non-life-threatening issues #MIUs can help with here ➡️ https://shorturl.at/cDeeA  #ThinkWhichService #NHSSTW #NHS #MinorInjuryUnit | Your local #MinorInjuryUnit (MIU) can help you get the treatment you need, avoiding potentially long wait times in A&E ⏰  MIUs can help with non-life-threatening issues such as:  ✅ Burns and scalds  ✅ Sprains and strains  ✅ Minor fractures  ✅ Wounds needing stitches  ✅ Minor head injuries  For more information visit ➡️️ thinkwhichservice.co.uk  #ThinkWhichService #NHSSTW #NHS #Winter #MIU #MinorInjuries #MinorInjuryUnit | Your local #MinorInjuryUnit (MIU) can help you get the treatment you need, avoiding the long wait times in A&E ⏰  MIUs can help with non-life-threatening issues such as:  ✅ Burns and scalds  ✅ Sprains and strains  ✅ Minor fractures  ✅ Wounds needing stitches  ✅ Minor head injuries  #ThinkWhichService #NHSSTW #NHS #Winter #MIU #MinorInjuries #MinorInjuryUnit |
| **5pm** | What is an MIU video | If you've suffered a minor injury, our Minor Injury Units (MIUs) are here to help!  With locations in Bridgnorth, Oswestry, Ludlow and Whitchurch, MIUs offer professional care for a range of injuries.  For more information visit ➡️️ thinkwhichservice.co.uk | Need quick treatment for a minor injury?  If you've suffered a minor injury, our Minor Injury Units (MIUs) are here to help!  With locations in Bridgnorth, Oswestry, Ludlow, and Whitchurch, MIUs offer professional care for a range of injuries, including sprains, cuts, and minor burns.  Find your nearest MIU and get the help you need ➡ thinkwhichservice.co.uk  #Shropshire #MinorInjuries #NHS #NHSSTW | Need quick treatment for a minor injury?  If you've suffered a minor injury, our Minor Injury Units (MIUs) are here to help!  With locations in Bridgnorth, Oswestry, Ludlow, and Whitchurch, MIUs offer professional care for a range of injuries, including sprains, cuts, and minor burns.  #Shropshire #MinorInjuries #NHS #NHSSTW |

**Tuesday 18 February - Discharge/A&E signposting**

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| **Time** | **Image** | **X (Twitter) copy** | **Facebook / LinkedIn copy** | **Instagram copy** |
| **7am** | Think Which Service video hospital discharge | Lisa Walker, Quality Matron, explains why it’s important for patients to return home from hospital as soon as they're ready, where they can recover in comfort 🏥➡🏡  #ThinkWhichService #NHS #HospitalDischarge #NHSSTW | Lisa Walker, Quality Matron, explains why it’s important for patients to return home from hospital as soon as they're ready, where they can recover in comfort 🏥➡🏡  Find out more 👉 thinkwhichservice.co.uk  #ThinkWhichService #NHS #HospitalDischarge #NHSSTW | Lisa Walker, Quality Matron, explains why it’s important for patients to return home from hospital as soon as they're ready, where they can recover in comfort 🏥➡🏡  #ThinkWhichService #NHS #HospitalDischarge #NHSSTW |
| **5pm** | Hospital discharge - Mabel | If, like Mabel, your loved one is being discharged from the hospital, you can help by:  🚗 offering a lift home  💊 collecting prescriptions  🌡️ ensuring their home is heated  🥫 stocking their cupboard  For more information 👉thinkwhichservice.co.uk | If, like Mabel, your loved one is being discharged from the hospital, please help get them home. Delays often happen when transport isn’t arranged, or their home isn’t ready.  You can help by:  🚗 offering a lift home from hospital  💊 collecting prescriptions  🌡️ ensuring their home is heated  🥫 stocking their cupboard with staple food items  For more information 👉 thinkwhichservice.co.uk  #NHSSTW #ThinkWhichService #NHS | If, like Mabel, your loved one is being discharged from the hospital, please help get them home. Delays often happen when transport isn’t arranged, or their home isn’t ready.  You can help by:  🚗 offering a lift home from hospital  💊 collecting prescriptions  🌡️ ensuring their home is heated  🥫 stocking their cupboard with staple food items  #NHSSTW #ThinkWhichService #NHS |