

# WHA ADVOCACY DAY

February 25, 2026 | Madison, WI



## Member Social Media Toolkit

### 2026 Advocacy Day

WHA's annual Advocacy Day is designed to educate and motivate health care employees, trustees and volunteers on important health care-related issues and to encourage grassroots advocacy opportunities.

Advocacy Day also creates opportunities for hospitals and health systems and their advocates to raise awareness around topics related to health care policy and advocacy on their digital platforms, and to encourage individuals to connect with their local legislators on issues affecting their community.

We encourage advocates to share about their experience attending Advocacy Day and connecting with legislators at the Capitol to showcase the importance of grassroots advocacy and good health care policy.

In this toolkit, you will find sample social media posts to personalize, as well as [accompanying graphics](#) or photo suggestions for each post.

If you have any questions about social media, please contact WHA's Director of Marketing and Communications [Katelyn Hopman](#).

#### **WHA Social Media Handles:**

Event Hashtag: ***#WHAAdvocacyDay***

- X: [@WIHospitalAssn](#)
- Facebook: [Wisconsin Hospital Association](#)
- LinkedIn: [Wisconsin Hospital Association](#)
- Instagram: [@wihospitals](#)

## Event Sponsors/Corporate Members

### **Sample Post 1**

The future of health care is shaped by the conversations we have today.

We're proud to sponsor and participate in @Wisconsin Hospital Association's Advocacy Day, alongside 1,000+ health care advocates, as we come together to support policies that strengthen hospitals and the patients they serve.

These conversations help build stronger hospitals and healthier communities across Wisconsin.

#WHAAdvocacyDay

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### **Sample Post 2**

As a proud [sponsor/corporate member] of the **@Wisconsin Hospital Association**, we look forward to today's Advocacy Day – an opportunity to join over 1,000 health care advocates in helping shape the future of health care in Wisconsin.

The future of health care is shaped by the conversations we have today, helping build a future of stronger hospitals and healthier communities across Wisconsin.

#WHAAdvocacyDay



## Hospital Members/PR Directors

### **ADVOCACY DAY ATTENDEES**

#### **Sample Post**

Today, leaders from [hospital/health system] joined over 1,000 health care advocates from across Wisconsin to learn about health care issues facing Wisconsin and to speak directly with state lawmakers at **@Wisconsin Hospital Association** Advocacy Day.

#WHAAdvocacyDay



## **QUALITY SHOWCASE PARTICIPANTS**

### **Sample Post 1**

Members of our quality team are at the Capitol today highlighting projects that better the health of our community for the **@Wisconsin Hospital Association** Quality Showcase.

*(Include photo of team members at the Capitol – Template included with space to add own photo)*

### **Sample Post 2**

(Name/Title) and (Name/Title) are at the Capitol today representing our health system and community as part of the **@Wisconsin Hospital Association's** Quality Showcase.

*(Include photo of team members at the Capitol – Template included with space to add own photo)*



## Partners and Affiliate Groups

(i.e. RWHC, Partners of WHA, HIMSS, WADVS, ACHE, etc.)

Social Post

The future of health care is shaped by the conversations we have today.

[Group name] is/are proud to attend **@Wisconsin Hospital Association's** Advocacy Day, where over 1,000 health care advocates come together to help shape the future of health care in Wisconsin.

#WHAAdvocacyDay



## Legislative Staff

### ADVOCACY DAY - PANELISTS

It was a pleasure participating in the legislative panel at **@Wisconsin Hospital Association's** Advocacy Day. Our discussion focused on the vital role Wisconsin hospitals and health systems play in Wisconsin communities.

*(Include photo from event - Template included with space to add own photo)*

### QUALITY SHOWCASE

Today I talked with representatives from **@HOSPITAL** in the [X] district. They were at the Capitol showcasing a hospital project that supports the health of our community.

*(Include photo from event - Template included with space to add own photo)*

