



2026 NATIONAL HOSPITAL WEEK

HOSPITALS SAVE LIVES,
COMMUNITIES THRIVE.



Hospital Member Social Media Toolkit 2026 National Hospital Week

National Hospital Week (May 10-16, 2026) is an opportunity to highlight Wisconsin's hospitals, health systems and health care workers and the innovative ways they strengthen communities across the state.

During the week, WHA will concentrate its social media messaging on celebrating Wisconsin hospitals and health systems and recognizing the many ways our communities thrive because of the care provided both within and beyond hospital walls. We invite you to join us in this celebratory campaign. Please incorporate the hashtags **#WIHospitals** and **#HealingHappensHere** and tag WHA in your posts for maximum reach and engagement.

The following are WHA's social media channels, a suggested social media post, newsletter content for your hospital or health system and graphic templates.

WHA Social Media Handles

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

Campaign Hashtag

- #HealingHappensHere

Sample Social Media Post for WHA Hospital Members

- It's National Hospital Week, and at [Hospital Name], we understand that healing means more than treating illness or injury — it means caring for the whole person. Physically, mentally and emotionally, we're here when you need us most. From life-saving treatment to comforting reassurance, healing happens here every day.
#HealingHappensHere #WIHospitals



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Sample Newsletter Content

- In honor of National Hospital Week, May 10-16, [Hospital Name] is proud to recognize the many ways Healing.Happens.Here every day. Healing means more than treating illness or injury — it's caring for the whole person when they need it most.

That commitment to compassionate, patient-centered care is reflected across our state, with Wisconsin hospitals ranking among the top 10 states in the nation for patient experience.

At [Hospital Name], we are proud to be part of that tradition of care. Wisconsin communities thrive because of the care provided both within and beyond hospital walls. To learn more about National Hospital Week, visit: www.wha.org/hospital-week.

Editable Canva Templates

We invite you to use our designed Canva templates. Click [here](#) to view the templates and scroll to see all designs. Click File > Make a Copy. Then, customize the graphic with an image or logo that reflects your hospital or health system supporting Hospital Week.



For assistance with resizing or accessing the graphics, contact WHA Director of Marketing and Communications [Katelyn Hopman](#).