

Social Media Plan

September is Sepsis Awareness Month, and the Indiana Patient Safety Center (IPSC) has created a social media plan to help you effectively communicate the risks of this deadly infection directly to your audiences via your social media platforms. This social media plan includes a content calendar, sample messaging, imagery, YouTube video links, and additional resources to be utilized throughout the month of September. The plan is primarily designed for Facebook and LinkedIn, with the ability to be altered for use on Twitter, Instagram, and other platforms.

IPSC ask you to partner with us to spread the word about sepsis and help our communities **See it. Stop it. Survive it.**

Content Calendar

IPSC has designed social media messaging for the entire month of September, providing a simple framework for your organization to implement. Our goal is to partner with hospitals and health systems across Indiana to provide a strong, unified message each week. Please join us in promoting the following content calendar:

Date	Theme
Sept. 1	Intro to Sepsis Awareness Month
Week of Sept. 3	See it.
Week of Sept. 10 (World Sepsis Day is Sept. 13)	Stop it.
Week of Sept. 17	Survive it.
Week of Sept. 24	Stand Up to Sepsis.

Use these hashtags throughout the month:

#SurviveSepsis #SaferHoosiers #SepsisAwarenessMonth

Sample Messaging

IPSC has developed the following sample messaging for use on your social media channels. The plan is primarily designed for Facebook and LinkedIn, with the ability to be altered for use on Twitter, Instagram, and other platforms. Please feel free to customize this language, incorporating the efforts of your organization. An image is also included in the toolkit that corresponds to each sample message. These image files are labeled according to the week and topic.

Intro to Sepsis Awareness Month

Message 1: September is Sepsis Awareness Month. Sepsis is the body's overwhelming and potentially life-threatening response to an infection. Help keep you and your loved ones safe by learning to See it. Stop it. Survive it. #SurviveSepsis #SaferHoosiers



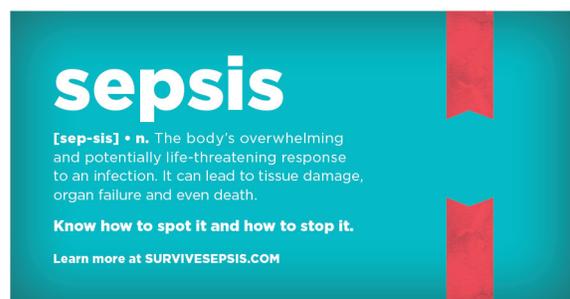
See it.

Message 1: Have you heard of sepsis? Only 58 percent have, according to the Sepsis Alliance. And while awareness is growing, many who have heard of sepsis still don't know what it means.



Follow us throughout the month of September to learn how to See it. Stop it. Survive it. Learn more at survivesepsis.com #SurviveSepsis #SaferHoosiers

Message 2: Sepsis is the body's overwhelming and potentially life-threatening response to an infection. It can be caused by complications from a minor scrape to a urinary tract infection to a major surgery. Sepsis can lead to tissue damage, organ failure and even death. Learn more at survivesepsis.com #SurviveSepsis #SaferHoosiers



Message 3: Every two minutes, an American dies from sepsis, according to SuspectSepsis.org. The first step in preventing death from sepsis is to See it. Learn to identify sepsis through its symptoms, including:

- **S**hivering, fever, feeling very cold
- **E**xtrême pain or feeling worse than ever
- **P**ale or discolored skin
- **S**leepiness, difficulty waking up, confusion
- **“I feel like I might die”**
- **S**hortness of breath

Learn more at survivesepsis.com
#SurviveSepsis #SaferHoosiers

Stop it.

Message 1: According to the Global Sepsis Alliance, sepsis is more common than heart attacks and claims more lives than cancer. If detected in time, sepsis can be treated at a hospital.

If you have an infection, along with shivering, extreme pain, shortness of breath, increased heart rate, or a general terrible feeling, seek medical attention immediately to Stop it. Learn more at survivesepsis.com #SurviveSepsis #SaferHoosiers

Message 2: Over 3,000 Hoosiers died from sepsis last year according to the 2017 Indiana Hospital Association Inpatient Discharge Study. Knowing the signs and seeking immediate medical attention can help you or your loved ones Survive it. Learn more at survivesepsis.com #SurviveSepsis #SaferHoosiers



Survive it.

Message 1: Many sepsis survivors recover completely, and their lives return to normal. However, according to the Sepsis Alliance, post-sepsis syndrome is a condition that affects up to 50 percent of sepsis survivors. They are left with long-term effects, such as:

- Muscle weakness
- Fatigue
- Difficulty swallowing
- Cloudy thinking
- Difficulty concentration
- Poor memory
- Difficulty sleeping
- Sadness
- Anxiety

If you suspect that you or a loved one has post-sepsis syndrome, talk to a health care provider. Learn more at survivesepsis.com #SurviveSepsis #SaferHoosiers

Message 2: Did you know that sepsis can occur from even a minor infection? Stay healthy:

- **Be vaccinated** - Protect yourself against flu, pneumonia and other infections.
- **Be thorough** - Properly clean and treat scrapes and wounds, and practice good hygiene.
- **Be vigilant** - If you have an infection, look for signs like fever, chills, rapid breathing and heart rate, rash, confusion, and disorientation.

Learn more at survivesepsis.com.
#SurviveSepsis #SaferHoosiers

Stand Up to Sepsis.

Message 1: Join the fight against sepsis by arming yourself with information and sharing it with your loved ones. Visit survivesepsis.com to learn more and share your survival story. Together, we can See it. Stop it. Survive it. #SurviveSepsis #SaferHoosiers



Education and Social Media Video

The below video links are available and provide great education about sepsis. Two are labeled for clinical use and would be a great resource to provide as education to your frontline staff. The others have a more public education focus and would be great to provide as links on your social media pages to provide public education about sepsis.

Clinical Videos

Surviving Sepsis - Mayo Clinic

<https://www.youtube.com/watch?v=yzExwqHnDnE>

Kern Medical Bringing Sepsy Back

<https://www.youtube.com/watch?v=2WPnPIYBCD8>

Public Education/Social Media Videos

Week 1: Introduction

Sepsis Alliance: Faces of Sepsis

<https://www.youtube.com/watch?v=12Qbnn6XfHO>

Week 2: See It.

CDC - Four Ways to Get Ahead of Sepsis

<https://www.youtube.com/watch?v=5JvGiAFLeIs>

Week 3: Stop It.

World Sepsis Day - What Is Sepsis? (sepsis explained in 3 minutes) -

<https://www.youtube.com/watch?v=AEGUCpxwAIE>

Week 4: Survive It.

Sepsis Alliance - Life After Sepsis

<https://www.youtube.com/watch?v=Hlk64wdy44Q>

Sepsis Alliance - Sepsis - It's About Time with Angelica Hale

<https://www.youtube.com/watch?v=GU2oiAczTq8>