

ROCK 'N' ROLL



SOCIAL MEDIA TOOLKIT

 **CASSLING**
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Recognizing Radiologic Technologists during National Radiologic Technology Week, November 6-12

Power of Social Media: National Rad Tech Week Engagement Ideas

In our digitally connected world, we can share powerful thoughts and ideas faster than ever. Social media gives you the power to elevate the radiology and imaging profession and all the important work you do.

The following are some ideas on how you can engage and celebrate during National Rad Tech Week 2022 on social media:

- **Educate your patients and followers** – Share Cassling’s ‘History of’ fact sheets or other FAQs with your followers on social media to help educate them about the medical imaging and radiation therapy professions and the important role you play in healthcare.
- **Acknowledge the greatness around you** – Appreciate, recognize, and thank your mentors, leaders and influencers who have made an impact on your journey as an imaging professional. Create a post on social media and tag the individuals to let them know how they helped and empowered you.
- **Inspire others by embracing your story** – **Everyone has a story, and your voice matters.** Share the wisdom you have gained from your radiology or imaging experience.
- **Recognize others** – You have the greatest insight into the hard work that your staff and colleagues do every day. Recognize them on social media for the important role they play on your team and in the healthcare industry.
- **Have some fun!** – Engage with your patients and followers on social media by hosting a ‘Trivia Tuesday,’ where you post interesting and educational facts about the medical imaging and radiation therapy profession.

Make sure to tag Cassling on Facebook, Instagram, Twitter or LinkedIn. We would love to see how your teams are celebrating National Rad Tech Week.

Use the following hashtags:

#RocknRad

#NRTW2022

#RadTechWeek

Social Media Graphics

As part of National Rad Tech Week, Cassling has developed resources to support engagement November 6-12, 2022.

Download and use the assets to craft a message on your personal or organization's profile to help support awareness of the importance of medical imaging and radiation therapy and to recognize your team.



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Thank you, Rad Techs!

Celebrating National Rad Tech Week | November 6-12, 2022



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