

## SOCIAL MEDIA GUIDE

We are encouraging members and supporters of Choosing Wisely Australia to share information about the initiative across their own social media channels.

### Long messages

*Suitable for Facebook, LinkedIn, Blogs*

- With the complexity of tests, treatments and procedures available to modern medicine, the challenge is that not all add value. **#ChoosingWisely** Australia is working to change the face of Australian's healthcare. Join the conversation as we address areas of low-value and unnecessary healthcare. Find out more: [choosingwisely.org.au](http://choosingwisely.org.au)
- **#ChoosingWisely** seeks to affect a cultural shift within the community by challenging the notion that 'more is always better' with tests, treatments, and procedures. Patients are often unaware that not all of these are in their best interests. Get on board, visit [choosingwisely.org.au](http://choosingwisely.org.au) for more information.
- **#ChoosingWisely** is giving the healthcare community a platform to take a leadership role in the responsible management of Australian healthcare. Join the conversation by visiting [choosingwisely.org.au](http://choosingwisely.org.au)

### Short messages

*Suitable for Twitter, or attaching to images*

- We are working with **@ChooseWiselyAU** to help Australians make better health choices [choosingwisely.org.au](http://choosingwisely.org.au)
- **@ChooseWiselyAU** – helping consumers and clinicians start important conversations about unnecessary tests, treatments and procedures [choosingwisely.org.au](http://choosingwisely.org.au)
- More is not always better – **@ChooseWiselyAU** helping Australians with tests, treatments & procedures [choosingwisely.org.au](http://choosingwisely.org.au)
- Australia's health professional colleges leading the way **@ChooseWiselyAU** [choosingwisely.org.au](http://choosingwisely.org.au)
- Consumers are often unaware that not all tests, treatments & procedures are in their best interests **@ChooseWiselyAU** [choosingwisely.org.au](http://choosingwisely.org.au)
- Promote the cultural shift: **#ChoosingWisely** to help change attitudes to healthcare [choosingwisely.org.au](http://choosingwisely.org.au)
- Expert opinion and best practice – visit [choosingwisely.org.au](http://choosingwisely.org.au) for **#ChoosingWisely** Australia
- Help everyday Aussies make informed decisions about their health through **#ChoosingWisely** Australia [choosingwisely.org.au](http://choosingwisely.org.au)



ChooseWiselyAu



choosingwiselyaustralia



Choosing Wisely Australia