



CALIFORNIA
CHIROPRACTIC
ASSOCIATION

Share the
Love
OF CHIROPRACTIC



Share the Love Campaign Toolkit

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Purpose & Timeframe

Purpose:

1. To provide members a unique opportunity to raise awareness about the benefits and safety of chiropractic through a CCA supported campaign.
2. To create earned media opportunities for print, broadcast, radio and social media.
3. For members to consider ways they can **Share the Love** of chiropractic within their community.

Timeframe:

Share the Love will take place the week of February 13th to coincide with Valentine's Day.

Plan to Share the Love? Let us know by sending an email to *Kayleigh Carey* at kcarey@calchiro.org. We will highlight your practice in CCA marketing and social media efforts.



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How to Share the Love

This is where members get to customize how best to genuinely **share the love** of chiropractic with in their community. We are here to help answer questions and provide guidance on what may work best for you.

Below are a few ideas or feel free to create your own!

- Host an open house for the community, clients and their families. Offer healthy snacks, wellness tips and giveaways.
- Partner with a local nonprofit, retirement community or first responders for complimentary adjustments.
- Share ways chiropractic has changed lives within your practice on social media by leveraging Facebook Live and Instagram. #sharetheloveCCA
- Offer your time in a local classroom to share details about a career in chiropractic and how DCs are changing healthcare.

**Offers should not include any sales promotions or discounts.
The intent is to share rather than sell.*



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Marketing Materials

Our goal is to make **Share the Love** as turnkey as possible for our members. The following templates can be customized to share on social media and with your contacts.

Media Advisory Template

- Customize this media advisory to reflect what you're doing to **Share the Love.**
- Week of February 6th and 13th: Email the media advisory to your local media contacts.
- If you need help customizing the media advisory or identifying media contacts, please email krista@kfbpublicaffairs.com.



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For Immediate Release
Media Contacts:
Cris Forsyth
California Chiropractic Association
916.320.7660
cforsyth@calchiro.org

Insert Member Name
Organization
Phone
Email

SAMPLE

XYZ Chiropractic Office 'Shares the Love' Valentine's Week

City, CA (February, 2017)—XYZ CCA member, in partnership with The California Chiropractic Association (CCA) launch "Share the Love," a week-long campaign aimed at raising awareness about health benefits of chiropractic care. XYZ will offer (insert details here such as special offers with community partners, complimentary consultation, education and services, open house, extended hours, etc.).

"Individuals who choose chiropractic care to alleviate pain, experience a safe, effective and drug-free path to better health," said CCA Member Your Name, DC. "By sharing our love of chiropractic, our goal is to help patients have easy access to improve their health and wellness."

XYZ CCA members invites community members and existing patients to (insert details of location and hours). Learn more about by (insert best contact information).

About California Chiropractic Association:

Established in 1928, the California Chiropractic Association (CCA) is a nonprofit organization that supports thousands of chiropractors and students across California. With 29 districts throughout the state, CCA is committed to its members by offering CARE: Community, Advocacy, Resources and Education. For more information about CCA, please visit www.calchiro.org or call 916-648-2727.

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Social Media Content

We have designed the following social media content and suggested guidelines for you! Please use what you like or create your own. Content can be used across all social media platforms.

Sample Social Media Content:

Change your Facebook cover photo and profile picture to one of the suggested **Share the Love** images.

Monday, 2/13

- 1) Sample post and visual #1: We're **Sharing the Love** (of chiropractic) this week! Insert details about ways your office is sharing the love! #sharetheloveCCA

Tuesday, 2/14

- 2) Sample post and visual #2: Happy Valentines Day! **Share the Love** by taking care of yourself and that nagging pain! Did you know that chiropractic is the safest drug-free, non-invasive treatment for back, neck and joint pain? Visit our office to learn more! #sharetheloveCCA

Wednesday, 2/15

- 3) Sample post and visual #3: **Share the Love!** This week, it's all about **Share the Love** (of chiropractic). Did you know that by seeing a chiropractor first, patients are more likely to avoid surgery and the need for addictive pain medication? Come by our office this week to learn more about ways to heal your body. #sharetheloveCCA

Thursday, 2/16

- 4) Sample post and visual #4: This is how we...**Share the Love!** We're joining chiropractors all over California this week to share our love for chiropractic care. (Office can describe what they are offering or doing for the week). #sharetheloveCCA


Friday, 2/17

- 5) Create your own.

Monday, 2/13

Social Media Posts Example #1

We're Sharing the Love (of chiropractic) this week! Insert details about ways your office is sharing the love! #sharetheloveCCA



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@CalChiro.org

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Interested in California Chiropractic Associat...

GET READY! Student CCA ChiroCon is coming!



Tuesday, January 14, 2017
California State Capitol
Sacramento, California

Save California

Dr. T
Board
Region

Organization in Sacramento, California


Closed Now

Search for posts on this Page

Invite friends to like this Page

CCA, the voice for California chiropractors, is committed to the protection and promotion of chiropractic for everyone with a DC after his or


See All



California Chiropractic Association

December 31, 2016 at 11:59pm · 🌐

We're Sharing the Love (of chiropractic) this week!
#sharetheloveCCA



Like

Comment

Share


2

6

Tuesday, 2/14

Social Media Posts Example #2

Happy Valentines Day! **Share the Love** by taking care of yourself and that nagging pain! Did you know that chiropractic is the safest drug-free, non-invasive treatment for back, neck and joint pain? Visit our office to learn more! #sharetheloveCCA #sharetheloveCCA



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Tuesday, January 24, 2017
California State Capitol
Sacramento, California

Save California

Dr. T. Board Region

Organization in Sacramento, California


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Like

Comment

Share


2

7

Wednesday, 2/15

Social Media Posts Example #3

Share the Love! This week, it's all about **Share the Love** (of chiropractic). Did you know that by seeing a chiropractor first, patients are more likely to avoid surgery and the need for addictive pain medication? Come by our office this week to learn more about ways to heal your body. #sharetheloveCCA



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STUDENT CCA CHIROCON

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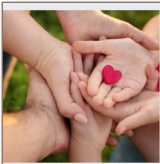
Like Comment Share

2

Thursday, 2/16

Social Media Posts Example #4

This is how we...**Share the Love!** We're joining chiropractors all over California this week to share our love for chiropractic care. (Office can describe what they are offering or doing for the week). #sharetheloveCCA



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Like

Comment

Share

2

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CCA Contacts

Do you have questions or need help? We are here for you!

General Questions:

Kayleigh Carey, Marketing and Membership Coordinator
916.320.7660
kcarey@calchiro.org

Media Advisory/Social Media Questions:

Krista Bernasconi, KFB Public Affairs
916.223.1060
krista@kfbpublicaffairs.com