



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](mailto: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](mailto:krista@kfbpublicaffairs.com).



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For Immediate Release

Media Contacts:

Cris Forsyth

California Chiropractic Association

916.320.7660

[cforsyth@calchiro.org](mailto: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](http://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

The image displays a Facebook page for the California Chiropractic Association (CCA). The page header features a large, red, heart-shaped object made of sticks. The main post on the timeline is titled "Share the LOVE OF CHIROPRACTIC" and includes a call to action: "GET READY! Student CCA ChiroCon is coming!" It features an image of the California State Capitol building and the text "Tuesday, January 24, 2017 California State Capitol Sacramento, California". The post is from the "California Chiropractic Association" page, dated December 31, 2016, at 11:59pm. The post has been shared and includes a caption: "We're Sharing the Love (of chiropractic) this week! #sharetheloveCCA". The post has 2 likes, 0 comments, and 0 shares. The left sidebar of the Facebook page shows the CCA's navigation menu with links to Home, About, Events, Take Action, Photos, Welcome, Videos, Join CCA, Likes, and Posts, along with a "Create a Page" button.

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

California Chiropractic Association  
@CalChiro.org

Home About Events Take Action Photos Welcome Videos Join CCA Likes Posts Create a Page

Featured For You

Interested in California Chiropractic Associat...  GET READY! Student CCA ChiroCon is coming!

STUDENT CCA CHIROCON  
Tuesday, January 26, 2016  
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 her name.

California Chiropractic Association  
December 31, 2016 at 11:59pm ·

Happy Valentines Day! Share the Love by taking care of yourself and that nagging pain! Did you know that chiropractic is recognized as one of the safest drug-free, non-invasive therapies for back, neck and joint pain of the arms or legs, headaches and other neuromusculoskeletal complaints? Visit our office to learn more! #sharetheloveCCA

Like Comment Share

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**Wednesday, 2/15**

### Social Media Posts Example #3

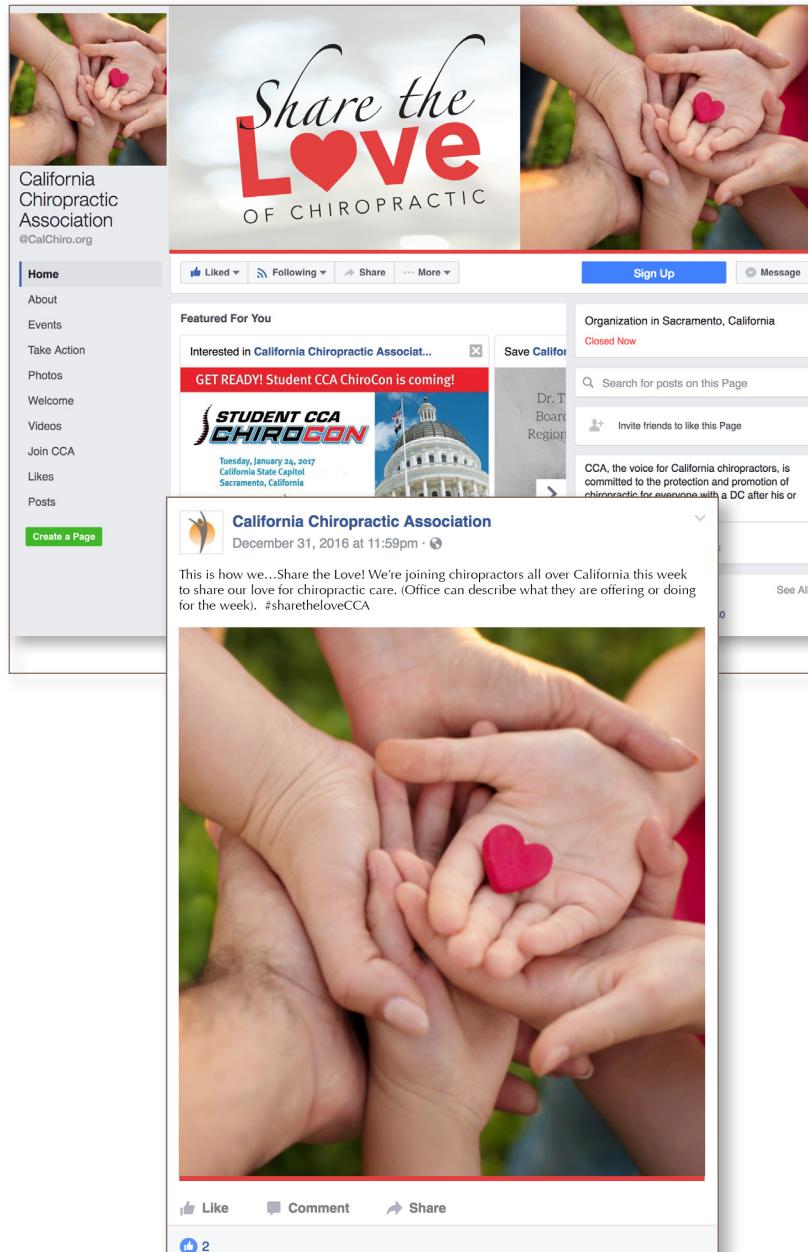
**Share the Love!** This week, it's all about **Share the Love** (of chiropractic). Did you know that by seeing a chiropractor first, patients are more likely to avoid surgery and the need for addictive pain medication? Come by our office this week to learn more about ways to heal your body. #sharetheloveCCA

The screenshot shows a Facebook page for the California Chiropractic Association (CCA). The page header features a photo of a woman holding a baby. The main post on the timeline is a graphic with the text "Share the Love OF CHIROPRACTIC" and a red heart. The post includes a "Like" button, a "Following" button, a "Share" button, and a "More" button. To the right of the post are buttons for "Sign Up" and "Message". Below the post, there are sections for "Featured For You" and "Organization in Sacramento, California". The "Featured For You" section includes a link to "California Chiropractic Association" and an event for "GET READY! Student CCA ChiroCon is coming!". The "Organization in Sacramento, California" section shows the CCA's profile picture, name, and a status update: "CCA, the voice for California chiropractors, is committed to the protection and promotion of chiropractic for everyone with a DC after his or her name". The main post on the timeline has a large image of a woman holding a baby, and the bottom of the post includes "Like", "Comment", "Share" buttons, and a "2" indicating two comments.

**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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@CalChiro.org

Home About Events Take Action Photos Welcome Videos Join CCA Likes Posts Create a Page

Like Following Share More

Featured For You

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**STUDENT CCA CHIROCON**  
Tuesday, January 26, 2016  
California State Capitol  
Sacramento, California

Organization in Sacramento, California  
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Like Comment Share

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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](mailto:kcarey@calchiro.org)

### Media Advisory/Social Media Questions:

Krista Bernasconi, KFB Public Affairs  
916.223.1060  
[krista@kfbpublicaffairs.com](mailto:krista@kfbpublicaffairs.com)