

Social Media Ambassadors' Playbook

Texas Medical Association *Healthy Vision 2025* Week

TMA's *Healthy Vision 2025* week kicks off Monday, Jan. 28, and runs two days past the first First Tuesdays at the Capitol— ending on Thursday, Feb. 7. (OK, so it's more than a week. But *HV 2025* has so much good material in it, we need to stretch it a bit.)

We really appreciate **all** of our Physician, Medical Student, and Alliance Ambassadors. Your help enables us to extend TMA's social reach significantly — giving *HV 2025* a strong and successful launch. (By the way, Monday's kick off includes a **paid post in the *Texas Tribune's* "TribTalk" blog**. Please [check it out](#) and share it if you can.)

Below you will find material for the **first three days** of *Healthy Vision 2025* week. We'll keep adding new material, so please check back regularly. For each day, you have:

- **Prewritten Facebook, Twitter, and Instagram posts** you can copy and paste into your own feeds. Feel free to rewrite them if you feel they don't sound like you or fit your audience.
- **Custom graphics** illustrating each day's theme, sized for Facebook, Twitter, and Instagram. (Please note that after clicking on the image links provided you will need to right click and save the images to your computer in order to upload to your social channels.)

Other info:

- Our **hashtag** for the campaign is **#HealthyVision2025**. Please use it on all posts.
- The most commonly followed hashtag used for content related to the Texas Legislature is **#TxLege**. Feel free to add that as well. You can **Tag TMA** on Twitter @texmed, and on Instagram @wearetma. On Facebook, you can type @texas medical association and insert the tag that way.
- The link for the **special *HV 2025* webpage** is www.texmed.org/HealthyVision.
- A **PDF** of the full document can be found at <http://tma.tips/HV2025>.

Let's get started!

[Jump to Day 1](#): Monday, Jan. 28

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Healthy Vision 2025 Week, Day 1: Monday, Jan 28

Today we're talking about the whole book. The theme: Texas physicians have a Healthy Vision to make Texas and Texans healthier. The legislature just needs to follow our 75-point treatment plan.



Sample Facebook posts:

Patient care in Texas is at critical crossroads. We have to choose the right path forward. Follow your physicians' Healthy Vision. #HealthyVision2025 #TxLege www.texmed.org/HealthyVision

Texas' physicians Healthy Vision 2025 gives the legislature 75 recommendations to put the health back into health care. Help us achieve our vision. #HealthyVision2025 #TxLege www.texmed.org/HealthyVision

[Image link](#) for Day 1 Facebook posts

Twitter posts:

Attn #TxLege — Want to improve the health of Texas and Texans? Follow @texmed's #HealthyVision2025 for best results. www.texmed.org/HealthyVision

Read 75 ways to make Texas health care work better for all of us. Check out @texmed's #HealthyVision2025. #TxLege www.texmed.org/HealthyVision

[Image link](#) for Day 1 Twitter posts

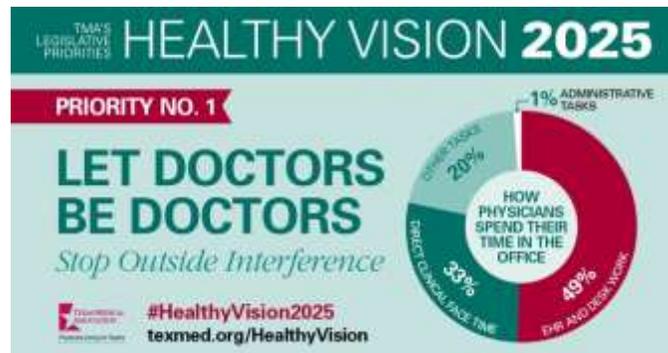
Instagram post:

Texas physicians have a Healthy Vision for Texas. Read @wearetma's 75 ideas to make health care better for all of us. Link in bio. #HealthyVision2025 #TxLege

[Image link](#) for Day 1 Instagram post

Healthy Vision 2025 Week, Day 2: Tuesday, Jan 29

Today we're out to fight interference — interference in the patient-physician relationship by insurance companies, government agencies, big pharmacy. We're out to exorcise the Prior Authorization devil from our practices.



Facebook posts:

Take big insurance out of the exam room. Unreasonable prior authorization demands interfere with your health care. Tell lawmakers to stop health plans from wasting your doctor's time and delaying your care. <https://www.texmed.org/Template.aspx?id=49515> #HealthyVision2025 #TxLege

Patient walks into a pharmacy with a valid doctor's prescription, but pharmacist won't fill it. That's not a joke. Don't allow pharmacies to override your doctor's valid prescription with rigid limits on the type, amount, or dosage of medications they will provide. <https://www.texmed.org/Template.aspx?id=49515> #HealthyVision2025 #TxLege

[Image link](#) for Day 2 Facebook posts

Twitter posts:

Stop big insurance, big pharmacy, and big government from interfering in patient care. #HealthyVision2025 lets doctors spend their time with patients — not computers. <https://www.texmed.org/Template.aspx?id=49515> #TxLege

Prior authorizations, pharmacy overrides, and never-ending forms and check boxes waste doctors' time and delay your care. Tell #TxLege — no more interference with me and my doctor. <https://www.texmed.org/Template.aspx?id=49515> #HealthyVision2025

Overregulation and interference cause physician burnout. Stop big insurance, big pharmacy, and big government from intruding in patient care. <https://www.texmed.org/Template.aspx?id=49515> #HealthyVision2025 #TxLege

[Image link](#) for Day 2 Twitter posts

Instagram post:

Interference from big insurance, big pharmacy, and big government eats up your doctor's precious minutes with you and delays your care. Tell the Texas Legislature — no more interference with me and my doctor. #HealthyVision2025 #TxLege

[Image link](#) for Day 2 Instagram post

Healthy Vision 2025 Week, Day 3: Wednesday, Jan 30

Today we tackle a huge problem — access to care. Texas is sadly the uninsured capital of the U.S. We have a significant physician shortage, especially in rural Texas. These access problems have a big, negative impact on your patients' health.



Facebook posts:

Medicaid underpays and overregulates. Patients and their doctors suffer from it. TMA's #HealthyVision2025 shows lawmakers how to fix it. #TxLege

<https://www.texmed.org/Template.aspx?id=49529>

Rural Texans need good health care too. Tell your lawmakers to help bring good doctors out to the country.

<https://www.texmed.org/Template.aspx?id=49529> #HealthyVision2025 #TxLege

[Image link](#) for Day 3 Facebook posts

Twitter posts:

#Medicaid underpays and overregulates. Patients and their doctors suffer from it.

@texmed's #HealthyVision2025 shows lawmakers how to fix it. #TxLege

<https://www.texmed.org/Template.aspx?id=49529>

Texas' healthy economy needs healthy workers. Tell #TxLege to improve access to care to keep our economy humming. <https://www.texmed.org/Template.aspx?id=49529> #HealthyVision2025

[Image link](#) for Day 3 Twitter posts

Instagram post:

Without good access to health care, Texas will lose the people we really need to keep our business environment thriving. It's going to hurt us all. A better Medicaid system, more rural doctors, and telemedicine can help. Read @wearetma's #HealthyVision2025 for more info. Link in bio. #TxLege

[Image link](#) for Day 3 Instagram post

Healthy Vision 2025 Week, Day 4: Thursday, Jan. 31

Today we look at the health insurance company reforms TMA wants the legislature to adopt: better networks, correct directories, protect out-of-network physicians' right to bill for their services, require insurers to explain what they sell.



Facebook posts:

In an emergency, physicians should be able to focus on your care, not your health plan's arcane benefits. Tell #TxLege to help make it happen. #HealthyVision2025 <https://www.texmed.org/Template.aspx?id=49524>

When you have insurance but still can't get coverage because the network is impossibly narrow, that's not access to care. #HealthyVision2025 #TxLege <https://www.texmed.org/Template.aspx?id=49524>

Narrow health plan networks are the biggest contributor to balance bills, which adds insult to patient injury. TMA has recommendations to solve that problem. #HealthyVision2025 #TxLege <https://www.texmed.org/Template.aspx?id=49524>

[Image link](#) for Day 4 Facebook posts

Twitter posts:

More than three quarters of Texas #hospitals have no #ER physician in-network. Tell #TxLege to hold insurers accountable for providing reasonable networks. @texmed #HealthyVision2025 <https://www.texmed.org/Template.aspx?id=49524>

Let physicians practice medicine, not #insurance administration. Tell #TxLege to require health plans to use plain, clear language with patients. @texmed #HealthyVision2025 <https://www.texmed.org/Template.aspx?id=49524>

No other profession is expected to provide services regardless of the terms. Tell #TxLege to protect physicians' billing rights. @texmed #HealthyVision2025 <https://www.texmed.org/Template.aspx?id=49524>

[Image link](#) for Day 4 Twitter posts

Instagram post:

Patients take medications because they need them, so tell #TxLege to prohibit prescription benefit managers from switching patient medicines in favor of profit. Read @wearetma's #HealthyVision2025 for more info. Link in bio.

[Image link](#) for Day 4 Instagram post

Healthy Vision 2025 Week, Day 5: Friday, Feb. 1

Addressing Texas' maternal health crisis and investing in public health are the focus for today. Our *Healthy Vision* plan includes better access to comprehensive services for low-income women before, during, and after pregnancy; enhanced treatment opportunities for substance abuse disorder; increased availability of long-acting reversible contraceptives; parents' right to know vaccine exemption data for their children's school campuses; and increasing the legal age to buy tobacco products to 21.



Facebook posts:

Let's do all we can to erase Texas' maternal health crisis. TMA's #HealthyVision2025 plan calls for more consistent and continuous coverage for women of childbearing age. <https://www.texmed.org/Template.aspx?id=49526> #TxLege

For too many women, it's not safe to become a mom in Texas. Physicians know that the #TxLege is committed to helping us fix that. Share our #HealthyVision2025 plan with your representative and senator. <https://www.texmed.org/Template.aspx?id=49526>

More community-based treatment options for substance abuse disorder can help Texas reverse our maternal health crisis and the deadly opioid epidemic. #HealthyVision2025 #TxLege <https://www.texmed.org/Template.aspx?id=49526>

It will cost Texas taxpayers much more in the long run if we fail to build and maintain our public health defenses now. #HealthyVision2025 #TxLege <https://www.texmed.org/Template.aspx?id=49528>

The vast majority of Texans support strong immunization requirements for school children, but vaccine exemption rates are soaring to historic levels. Our children deserve better. #HealthyVision2025 #TxLege #BeWiselyImmunize <https://www.texmed.org/Template.aspx?id=49528>

[Image link for Day 5 Facebook posts on maternal health](#)

[Image link for Day 5 Facebook posts on public and mental health](#)

Twitter posts:

Tell #TxLege to follow @texmed's #HealthyVision2025 plan to erase Texas' maternal health crisis. The key is more consistent and continuous coverage for women of childbearing age. <https://www.texmed.org/Template.aspx?id=49526> @texmed

For too many women, it's not safe to become a mom in Texas. Physicians know that the #TxLege is committed to helping us fix that. Share @texmed's #HealthyVision2025 plan with your representative and senator.

<https://www.texmed.org/Template.aspx?id=49526>

Ask your legislator to support increasing the legal age to buy smokes to 21. It's part of @texmed's #HealthyVision2025 plan. #TxLege #T21

<https://www.texmed.org/Template.aspx?id=49528>

Are you sending your children to a school that's a vaccine-exemption hotspot? Parents have a right to know. Read @texmed's #HealthyVision2025 for more info. #TxLege #BeWiselyImmunize <https://www.texmed.org/Template.aspx?id=49528>

[Image link for Day 5 Twitter posts on maternal health](#)

[Image link for Day 5 Twitter posts on public and mental health](#)

Instagram post:

With the help of #TxLege, we can make it safe to be a mom in Texas. @wearetma's #HealthyVision2025 plan has the answers. Link in bio. #MaternalHealth

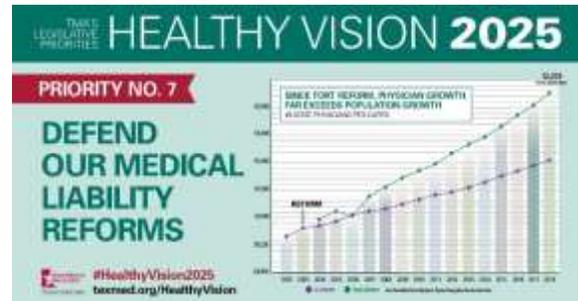
Let's stop smokers before they take that first puff. Raise the age to buy tobacco in Texas to 21. @wearetma's #HealthyVision2025 has the details. Link in bio. #TxLege #T21

[Image link for Day 5 Instagram posts on maternal health](#)

[Image link for Day 5 Instagram posts on public and mental health](#)

Healthy Vision 2025 Week, Day 6: Monday, Feb. 4

Healthy Vision Week today is all about defending Texas' ban on the corporate practice of medicine and preserving our 2003 tort reforms. Sometimes, the best defense is a good offense.



Facebook posts:

Physicians have the education and training to care for patients. Data analysts don't. Tell legislators we don't want number crunchers practicing medicine. Your health depends on it. #HealthyVision2025 #TxLege

<https://www.texmed.org/Template.aspx?id=49530>

End of life decisions are difficult in the best of circumstances. Protect your rights to make your own choices. #HealthyVision2025 #TxLege

<https://www.texmed.org/Template.aspx?id=49530>

Make sure the legislature doesn't play "chicken" again with Texans' health. Renew the Texas Medical Board and Medical Practice Act, enact fair discipline standards.

#HealthyVision2025 #TxLege <https://www.texmed.org/Template.aspx?id=49530>

[Texas' landmark medical liability reforms brought thousands of new physicians here, saving access to care across the state. Tell your legislator, "Don't mess with Texas tort reforms."](#) #HealthyVision2025 #TxLege

<https://www.texmed.org/Template.aspx?id=49522>

[Image link for Day 6 Facebook posts on physician and patient autonomy](#)

[Image link for Day 6 Facebook posts on tort reform](#)

Twitter posts:

Don't let corporations retaliate against physicians for ensuring safe, quality patient care. Tell #TxLege to prohibit the corporate practice of medicine in Texas.

#HealthyVision2025 <https://www.texmed.org/Template.aspx?id=49530> @texmed

As more physician practices are bought by big business, ask #TxLege to protect patients and fully fund the Texas Medical Board to investigate complaints against nonprofit health corporations. #HealthyVision2025

<https://www.texmed.org/Template.aspx?id=49530> @texmed

Our landmark medical #liability reforms saved access to care across Texas. Make sure #TxLege keeps 'em just the way they are. #HealthyVision2025

<https://www.texmed.org/Template.aspx?id=49522>

[Image link](#) for Day 6 Twitter posts on physician and patient autonomy

[Image link](#) for Day 6 Twitter posts on tort reform

Instagram posts:

Tell the Texas Legislature to let physicians determine when a patient is ready to go home, not some corporate data analyst. Read @wearetma's #HealthyVision2025 for more info. Link in bio. #TxLege

<https://www.texmed.org/Template.aspx?id=49530>

Texas' landmark liability reforms brought thousands of badly needed doctors to our great state. Don't mess with what's working. Read @wearetma's #HealthyVision2025 for more info. Link in bio. #TxLege <https://www.texmed.org/Template.aspx?id=49522>

[Image link](#) for Day 6 Twitter posts on physician and patient autonomy

[Image link](#) for Day 6 Twitter posts on tort reform

Healthy Vision 2025 Week, Day 7: Wednesday, Feb. 6

The next to last day of *Healthy Vision* Week is about unsafe scope-of-practice expansions.



Facebook posts:

Tell your state legislator to vote “no” on any bill to expand any health professionals’ scope of practice beyond what is safely permitted by their education, training, and skills. #HealthyVision2025 #TxLege <https://www.texmed.org/Template.aspx?id=49527>

Texans need team-based health care. That works only when the practitioner with the most extensive training, the physician, manages and coordinates that team. #HealthyVision2025 #TxLege <https://www.texmed.org/Template.aspx?id=49527>

[Image link](#) for Day 7 Facebook posts

Twitter post:

#TxLege: Vote “no” on any bill to expand any health professionals’ scope of practice beyond what their education, training, and skills safely permit. #HealthyVision2025 <https://www.texmed.org/Template.aspx?id=49527>

[Image link](#) for Day 7 Twitter posts

Instagram post:

Tell your state legislator: Vote “no” on any bill to expand any health professionals’ scope of practice beyond what their education, training, and skills safely permit. Read @wearetma’s #HealthyVision2025 for more info. Link in bio. #TxLege <https://www.texmed.org/Template.aspx?id=49527>

[Image link](#) for Day 7 Instagram posts

Healthy Vision 2025 Week, Day 8: Thursday, Feb. 7

The last day of *Healthy Vision* Week is about threats to physicians' practice viability.



Facebook posts:

After seven years, it's about time the Texas Legislature repeals the payment cuts for services physicians give to vulnerable patients covered by both Medicaid and Medicare. The dual-eligible cuts must go. #HealthyVision2025 #TxLege

<https://www.texmed.org/Template.aspx?id=49525>

Medicaid won't work unless we pay our doctors at least enough to cover their costs. Right now, it barely covers a third. #HealthyVision2025 #TxLege

<https://www.texmed.org/Template.aspx?id=49525>

[Image link](#) for Day 8 Facebook posts

Twitter posts:

After seven years, it's about time #TxLege repeals the payment cuts for services for vulnerable patients covered by both Medicaid and Medicare. #HealthyVision2025

<https://www.texmed.org/Template.aspx?id=49525>

Tell #TxLege, Medicaid won't work unless we pay our doctors at least enough to cover their costs. #HealthyVision2025 <https://www.texmed.org/Template.aspx?id=49525>

[Image link](#) for Day 8 Twitter posts

Instagram post:

Medicaid covers nearly 4 million Texans, but it won't work unless we pay our doctors at least enough to cover their costs. Read @wearetma's #HealthyVision2025 for more info. Link in bio. #TxLege <https://www.texmed.org/Template.aspx?id=49525>

[Image link](#) for Day 8 Instagram posts