Older people’s mental health inpatient services – public consultation

# Social media toolkit

**Embargoed until 13:00 Friday 5 January 2024**

**This toolkit is to help you share the details of the older people’s mental health inpatient services consultation on your social media channels.**

If you have any questions, or comments on this toolkit, please email [opsconsultation@swyt.nhs.uk](mailto:opsconsultation@swyt.nhs.uk)

## Key points:

* When posting please feel free to use the following hashtags: #olderpeople #mentalhealth
* Please use the following hyperlink with all posts which directs people to the consultation website: [www.southwestyorkshire.nhs.uk/opsconsultation](http://www.southwestyorkshire.nhs.uk/opsconsultation)
* The consultation closes on Friday 29 March 2024 so please do not post after this date.

The posts below have been split into sections: general messages, events and online meetings, and final reminders. We will be looking at our social media reach throughout the consultation and may send you an updated social media toolkit if required.

We will be posting from @allofusinmind (X, Facebook and Instagram), so feel free to also share our content.

**Please note that these hyperlinks will not be live until 13:00 on Friday 5 January 2024.**

## General messages

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| **Content** | **Channel(s)** | **Image reference** | **Alt text** |
| The NHS in Calderdale, Kirklees and Wakefield is asking for your views on proposals to create specialist inpatient wards for older people living with dementia and dedicated inpatient wards for people living with a functional mental health need (such as anxiety, depression or psychosis).  Give your views and find out more about why changes are needed, the difference it could make, and where specialist wards could be: [www.southwestyorkshire.nhs.uk/opsconsultation](http://www.southwestyorkshire.nhs.uk/opsconsultation)  What you tell us is important and will help make the right decision for our patients, families, carers, loved ones and our staff.  #Calderdale #Kirklees #Wakefield | Facebook / Instagram | Main graphic – OPS / use video link from YouTube - <https://youtu.be/RZhbhpbAbCU> | A photo montage of people, staff and outside hospital wards to represent older people’s metal health inpatient services alongside the NHS logo. |
| We want to hear your views about proposed changes to older people’s mental health inpatient services in Calderdale, Kirklees and Wakefield. This video explains what the consultation is all about, why it matters and the difference it can make <https://youtu.be/RZhbhpbAbCU>  After you’ve given it a watch, head over to our website where you can read more and fill out the survey: [www.southwestyorkshire.nhs.uk/opsconsultation](http://www.southwestyorkshire.nhs.uk/opsconsultation)  #Calderdale #Kirklees #Wakefield | Facebook / Instagram | Use video link from YouTube - <https://youtu.be/RZhbhpbAbCU> | N/A – video |
| We want to hear from people across Calderdale, Kirklees and Wakefield about proposals for specialist older people’s mental health inpatient wards.  You can find all the information about the consultation on the website, including how to give your views: [www.southwestyorkshire.nhs.uk/opsconsultation](http://www.southwestyorkshire.nhs.uk/opsconsultation) | Twitter (X) | Main graphic – OPS | A photo montage of people, staff and outside hospital wards to represent older people’s metal health inpatient services alongside the NHS logo. |
| Watch why we’re asking for people’s views on proposals to create specialist older people’s mental health inpatient wards <https://youtu.be/Zd4GaxVxr2A>  Read more about the consultation, and fill out the survey here: [www.southwestyorkshire.nhs.uk/opsconsultation](http://www.southwestyorkshire.nhs.uk/opsconsultation) | Twitter (X)/ Facebook / Instagram | Use video link from YouTube <https://youtu.be/Zd4GaxVxr2A> [link updated 9 January 2024] | N/A – video |
| If you’re a family member, carer or loved one of somebody living with dementia, or other mental health need, we would like to hear from you.  We want to know what you think about proposals to create specialist older people’s mental health inpatient wards in Calderdale, Kirklees and Wakefield.  Please visit the website to find out more and fill out the survey: [www.southwestyorkshire.nhs.uk/opsconsultation](http://www.southwestyorkshire.nhs.uk/opsconsultation) | Facebook / Instagram | Main graphic – OPS | A photo montage of people, staff and outside hospital wards to represent older people’s metal health inpatient services alongside the NHS logo. |
| We want to know what people in Calderdale, Kirklees and Wakefield think about proposals to create specialist older people’s mental health inpatient wards.  If you work with, or look after, an older person living with dementia or other mental health needs, giving your views as part of this consultation is important.    Please visit our website to find out more and fill out our survey: [www.southwestyorkshire.nhs.uk/opsconsultation](http://www.southwestyorkshire.nhs.uk/opsconsultation) | Facebook / Instagram | Use video link from YouTube <https://youtu.be/Zd4GaxVxr2A> [link updated 9 January 2024] | N/A – video |
| Patients in Calderdale, Kirklees and Wakefield living with dementia, and other mental health needs (such as anxiety, depression and psychosis) all stay on the same ward.  We want to change that to have specialist wards which will improve care and experience for our patients, carers, families, their loved ones, and our staff.  We want to know what you think.  Find out more about the proposals, and fill out the survey on our website: [www.southwestyorkshire.nhs.uk/opsconsultation](http://www.southwestyorkshire.nhs.uk/opsconsultation) | Facebook / Instagram | Use video link from YouTube - <https://youtu.be/RZhbhpbAbCU> | N/A – video |

## Events and online meetings

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| **Content** | **Channel(s)** | **Image reference** | **Alt text** |
| Drop in events are a chance to find out more about the older people’s mental health inpatient services consultation and ask any questions you might have.  They’re happening at venues across Calderdale, Kirklees and Wakefield, come along anytime between 2-7pm.  Read more about the consultation on the website, get more information about events, and how to give your views: [www.southwestyorkshire.nhs.uk/opsconsultation](http://www.southwestyorkshire.nhs.uk/opsconsultation) | Facebook / Instagram | 1. Come to a drop in event  2. Drop in events all dates  3. Online meetings all dates | 1. A photo montage of people, staff and outside hospital wards to represent older people’s metal health inpatient services alongside the NHS logo and text to invite people to come to an event.  2. A graphic which lists event dates in text  3. A graphic which lists dates of online meetings in text |
| **Drop in events week one (from 8 Jan)**  Next week / this week [please amend as appropriate] there are three drop in events about the older people’s mental health inpatient services consultation. Come along anytime between 2-7pm on:  Tuesday 16 Jan, Halifax Town Hall  Wednesday 17 Jan, Brian Jackson House, Huddersfield  Thursday 18 Jan, Balne Lane Community Centre, Wakefield  Find out more about the events, and the consultation here: [www.southwestyorkshire.nhs.uk/opsconsultation](http://www.southwestyorkshire.nhs.uk/opsconsultation) | Facebook / Instagram | 1. Come to a drop in event  2. Drop in events – week one | 1. A photo montage of people, staff and outside hospital wards to represent older people’s metal health inpatient services alongside the NHS logo and text to invite people to come to an event.  2. A graphic which lists the first week of event dates in text |
| **Drop in events week two (from 15 Jan)**  Next week / this week [please amend as appropriate] there are three drop in events about the older people’s mental health inpatient services consultation. Come along anytime between 2-7pm on:  Tuesday 23 Jan, Hemsworth Community Centre  Wednesday 24 Jan, Hebden Bridge Town Hall  Thursday 25 Jan, Dewsbury Town Hall  Find out more about the events, and the consultation here: [www.southwestyorkshire.nhs.uk/opsconsultation](http://www.southwestyorkshire.nhs.uk/opsconsultation) | Facebook / Instagram | 1. Come to a drop in event  2. Drop in events – week two | 1. A photo montage of people, staff and outside hospital wards to represent older people’s metal health inpatient services alongside the NHS logo and text to invite people to come to an event.  2. A graphic which lists the second week of event dates in text |
| If you can’t make it to a drop in event, there are online meetings where you can find out more about the older people’s mental health inpatient services consultation in Calderdale, Kirklees and Wakefield.  Find the links to join on the website: [www.southwestyorkshire.nhs.uk/opsconsultation](http://www.southwestyorkshire.nhs.uk/opsconsultation) | Twitter (X)/ Facebook / Instagram | 1. Come to an online meeting  2. online meetings all dates | 1. A photo montage of people, staff and outside hospital wards to represent older people’s metal health inpatient services alongside the NHS logo and text to invite people to come to an online meeting.  2. A graphic which lists the dates for online meetings in text |

## Final reminders – from Friday 15 March 2024

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| **Content** | **Channel(s)** | **Image reference** | **Alt text** |
| There are only two weeks to go until the consultation on older people’s mental health inpatient services in Calderdale, Kirklees and Wakefield closes. To find out more about the consultation and fill out the survey visit:  [www.southwestyorkshire.nhs.uk/opsconsultation](http://www.southwestyorkshire.nhs.uk/opsconsultation) | Twitter (X)/ Facebook / Instagram | Closing date | A photo montage of people, staff and outside hospital wards to represent older people’s metal health inpatient services alongside the NHS logo and text to invite people to give their views before 29 March 2024. |
| The consultation on proposals for specialist older people’s mental health inpatient wards in Calderdale, Kirklees and Wakefield closes on Friday 29 March.  There is still time to give your views. Please visit the website to find out more and fill out the survey: [www.southwestyorkshire.nhs.uk/opsconsultation](http://www.southwestyorkshire.nhs.uk/opsconsultation) | Twitter (X)/ Facebook / Instagram | Closing date | A photo montage of people, staff and outside hospital wards to represent older people’s metal health inpatient services alongside the NHS logo and text to invite people to give their views before 29 March 2024. |