



Media Toolkit

Resource Pack



Media Toolkit

Let's share our fantastic Care Home Open Week activities and stories far and wide! This toolkit has been developed for you to help share and promote Care Home Open Week. Your support is making an amazing difference – thank you.

We hope this toolkit is super useful (please let us know), it includes content and supporting creative materials that you can use on your social media, website and any of your other digital platforms.

Please also add your Comments, Loves and likes to the Championing Social Care social media content. Let's get sharing.



Digital Media

Ready-made Content

We have developed various tools and guides to assist you in creating blog articles, newsletters, and website content. The package includes pre-designed content and images, such as email signature badges, for ease of use.



[Download the Digital Media Pack](#)

Social Media

Ready-made Content and Posts

We've prepared various pre-made social media posts to help promote your Care Home Open Week events. The pack includes templates and images for different social platforms.

[Download Social Media Pack](#)



Hashtags to Use:

#CareHomeOpenWeek and #CHOW26

Accounts to Tag

@ChampioningSocialCare

@Virgin Money

@Christie and Co

@Howden Insurance Brokers Limited

Website

championingsocialcare.org.uk/care-home-open-week/





Care Home Open Week

15th – 21st June 2026

www.championingsocialcare.org.uk

Our Supporters

 **MONEY**

 **CHRISTIE & CO**

HOWDEN