**Connect. Grow. Contribute.**

**Social media**

As part of our new ‘Connect. Grow. Contribute.’ campaign to grow Q, we’re asking you to encourage people you know who work in improvement to join our community.

To make sharing the benefits of Q as easy as possible, we’ve created several images which can be shared across Twitter, LinkedIn, Facebook, Instagram and on your Stories. You can access the images via the communication toolkit. Choose an image based on whether your audience is mainly made up of clinicians, people for whom improvement is a main part of their role or a broad mix of the two.

To bring the images to life, you could pair them with helpful information about why your followers should apply to join our community. You could talk about the connections you’ve made, the learning resources you access or any other benefit you personally get from being part of Q. Or if you’re short on time you could use one of the example posts on the following page.

You can also include a link to the Q website where your followers can find more information about our community and how to join. You can choose from the following URLs depending on who follows you:

* Clinicians: [https://q.health.org.uk/join-us](https://q.health.org.uk/join-us/)
* Those working in roles: [https://q.health.org.uk/join-now](https://q.health.org.uk/join-now/)
* A broad mix: [https://q.health.org.uk/apply-q](https://q.health.org.uk/apply-q/)

#### Example post 1

Interested in developing your ideas with a community dedicated to driving positive change? 💭 Join me as a Q member to help make real-world change and improve health and care. Get more info on Q’s website: <https://q.health.org.uk/apply-q> <https://q.health.org.uk/join-us/>

#### Example post 2

Have you thought about joining the Q community to help drive sustainable change in health and care? 💡 Visit Q’s website for information on the benefits of joining me as a member: [https://q.health.org.uk/apply-q](https://q.health.org.uk/apply-q/)

#### Example post 3

Looking for the next step in your improvement journey? 🤔 By joining me as a member of the Q community you can help drive sustainable change in health and care. Visit Q’s website to find out more: [https://q.health.org.uk/apply-q](https://q.health.org.uk/apply-q/)