**Template tweet schedule GP online services**

**Launch 26 June, 2017**

**We will be tweeting from @patientonline @HealthyLDN @NHSEnglandLDN**

**We will be using the hashtag #GPonlineLondon**

**Please feel free to adapt the tweets below as you require**

**\*Please use GP online films, gifs, infographic and blogs which can be found in the comms toolkit INSERT LINK**

**Launch messaging**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Suggested text** | **Link (s)** | **Media attachment** |
| 26.6.17 | In London we are launching the first public campaign in the country to encourage Londoners to sign up to #GPonlineLondon services | http://www.nhs.uk/GPonlineservices | Comms and media assets |
| 26.6.17 | 1.7 million Londoners are now booking a GP service online. Want to join them and make life easier too? #GPonlineLondon | http://www.nhs.uk/GPonlineservices | Comms and media assets |
| 26.6.17 | Why wait? Take control of your health and join 1.7m Londoners managing their GP services online #GPonlineLondon | http://www.nhs.uk/GPonlineservices | Comms and media assets |
| 26.6.17 | #GPonlineLondon now offers Londoners an easy and convenient way of accessing their GP services. Register with your GP and get started today | http://www.nhs.uk/GPonlineservices | Comms and media assets |
| 26.6.17 | Shop online, bank online? Why not manage your health online too? #GPonlineLondon | http://www.nhs.uk/GPonlineservices | Comms and media assets |
| 26.6.17 | XXX insert name and line from quote in media release #GPonlineLondon | Link to HLP | Comms and media assets |
|  | Read XXX insert blog name about XXX #GPonlineLondon | Link to HLP | Comms and media assets |

**General messaging**

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| **Date** | **Suggested text** | **Link(s)** | **Media attachment** |
| Launch onwards | Did you know you can now get repeat prescriptions and book GP appt’s online? #GPonlineLondon | http://www.nhs.uk/GPonlineservices | INSERT LINK for HLP comms |
| Launch  Onwards | GP online services is the easy way to access your GP services  #GPonlineLondon | http://www.nhs.uk/GPonlineservices |  |
| Launch  Onwards | Want a repeat prescription? Need a GP appt? Want to view your records? Use GP online services #GPonlineLondon | http://www.nhs.uk/GPonlineservices |  |
| Launch onwards | Want to streamline your access to GP services? Register and use #GPonlineLondon | http://www.nhs.uk/GPonlineservices |  |
| Launch  onwards | Don’t wait needlessly in A&E, you can book a GP appointment online by signing up for #GPonlineLondon | http://www.nhs.uk/GPonlineservices |  |
| Launch onwards | Chances are if you're reading this, you're pretty clued up with the internet? Ask your GP surgery about #GPonlineLondon | http://www.nhs.uk/GPonlineservices |  |
| Launch onwards | Want to simplify your life? Manage your health online with GP online services #GPonlineLondon | http://www.nhs.uk/GPonlineservices |  |
| Launch | Read Bipin Dattani, a patient from Harrow Wealds blog #GPonlineLondon | Link to blog on HLP |  |
| Launch | Hear why Dr Murray Ellender is a fan of #GPonlineLondon | Link to blog on HLP |  |
| Launch | Kwesi Afful writes about his digital quest to get patients using #GPonlineLondon | Link to blog on HLP |  |
| Launch | Registering patients for #GPonlineLondon is good for practices and patients by Kwesi Afful | Link to blog on HLP |  |
| Launch | Jane Lindo, why #GPonlineLondon benefits practices and patients | Link to blog on HLP |  |
| Launch | Receptionist, Lyn Crawford encourages patients to use #GPonlineLondon | Link to blog on HLP |  |
| Launch | Jnr Doctor, Mark Harmon gives his views on the importance of #GPonlineLondon | Link to blog on HLP |  |
| Launch | Anna Trela, talks about what still needs to be done to get patients online #GPonlineLondon | Link to blog on HLP |  |

**Targeted messaging - please use films and gifs where possible**

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| --- | --- | --- | --- |
| **Audience** | **Suggested text** | **Link(s)** | **Media attachment** |
| Commuters, shifts, parents | Struggle to book GP appts during surgery hours? Book at a time that suits you via your mobile 24/7 #GPonlineLondon | http://www.nhs.uk/GPonlineservices | Use related gifs |
| Long term conditions | Have a long term condition that needs regular repeat prescriptions? Make life easier with #GPonlineLondon 24/7 | http://www.nhs.uk/GPonlineservices | Use related gifs |
| Carers | Do you care for others? kids, relative or someone with limited mobility? #GPonlineLondon is the easy way to manage GP services | http://www.nhs.uk/GPonlineservices | Use related gifs |
| Carers | Want your carer to order your repeat prescription? Sign up to #GPonlineLondon | http://www.nhs.uk/GPonlineservices | Use related gifs |
| Students | Do you manage life online? Why not manage your health online too #GPonlineLondon | http://www.nhs.uk/GPonlineservices | Use related gifs |