

WEGO HEALTH AWARDS

2018 Information Kit

Helping others and
transforming healthcare.





What Are the WEGO Health Awards ?

It's time to celebrate!

Originally coined the "WEGO Health Activist Awards," the WEGO Health Awards were created to embody the mission of WEGO Health: To empower Patient Leaders. We connect with countless patient advocates, influencers, and experts who are helping others and transforming healthcare – often without any formal recognition.

Since the WEGO Health Patient Leader Network is centered around these healthcare transformers, we knew it was up to us to celebrate their accomplishments. From this need to celebrate the Leaders who make a difference, the WEGO Health Awards were born.

Since its inception in 2011, the WEGO Health Awards have proven to be one of the best ways to connect the healthcare industry with top patient influencers. The WEGO Health Awards offers a way to introduce new Patient Leaders to the online community, and to allow network members the opportunity to recognize and say "thank you" to the leaders they look up to.

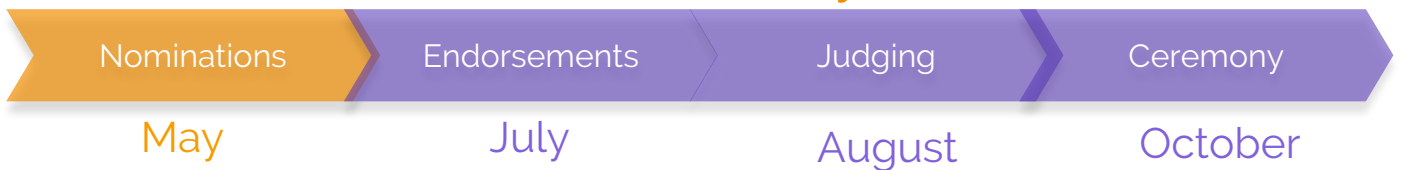


Photos from the 2017 live ceremony



2018 WEGO Health Awards Timeline

2018 WEGO Health Awards May – October 2018



We're pleased to say that it's time to kick off the 2018 WEGO Health Awards! Year after year, we see this program rally the online health community together to highlight and recognize the hard work and advocacy efforts of so many Patient Leaders.

This year, nominations will open on **May 29**. We're looking to you, our Patient Leader Network, to help us kick off this year's awards.

We'd love to have you [nominate](#) all the great Patient Leaders you know – the ones who are working tirelessly on their social channels, speaking engagements, consulting gigs, and other platforms.

Everyone is welcome to nominate, and we want to make sure to recognize all the great leaders out there. So, we also ask that you share this celebration with your communities.

Help us make sure ALL Patient Leaders are recognized and celebrated this year by helping us share the WEGO Health Awards!

In this Media Kit, You'll Find:

- Promotional Twitter Messages
- Promotional Facebook Posts
- Promotional Graphics
- Blog Post



Nominations: Common Questions

Who should be nominated? Who can win a WEGO Health Award?

Anyone who is an active and leading member of an online community, and making a difference in healthcare, is eligible to be nominated. He or she should provide the community with valuable information and support to make a difference for other patients and caregivers. Nominees for an individual social channel award must have a presence on that particular social channel, of course.

Think about the advocates and influencers you see leading Facebook groups, blogging about their health journey, speaking up and giving insights to healthcare companies, presenting on national stages, and running Twitter chats. Patient Leaders have started non-profits, published podcast episodes, and authored books – there is no shortage of Patient Leaders' contributions to the world, so let's recognize as many of them as we can for their talents, contributions, and commitment.

How do I nominate someone?

Go to our [WEGO Health Awards nominations](#) page to get started. Tell us whom you want to recognize, where you follow them online, and the award you think they should win. Once you're finished nominating your favorite Patient Leader, feel free to share that nomination with your community or send a tweet with the hashtag #WEGOHealthAwards. And, be sure to nominate early and often; we want to recognize as many Patient Leaders as possible.

May I nominate myself?

Of course! We hope you'll reach out to your community and ask them to nominate their favorite members of the online health world, and that includes you; however, you're more than welcome to nominate yourself as part of the process. Be sure to take a moment and recognize any of the great leaders that help you on a daily basis as well.



Resources To Use: Social Media Promotions

Social media can help you get the word out. Below are a few example tweets to help you get started.



Twitter Creative: Let's get tweeting! Below are 10 tweets you could share with your followers. As always, feel free to personalize them as you see fit. Use hashtags like #WEGOHealthAwards, #PatientLeader, #Spoonie, #ChronicLife and others to increase engagement. *Click the Tweet icon for auto-tweets.*

Tweet 1: It's time to celebrate fellow #Patient Leaders with the #WEGOHealthAwards <https://bit.ly/2rFPUJn>



Tweet 2: Please take a moment to nominate me for the #WEGOHealthAwards! It would mean so much <https://bit.ly/2rFPUJn>



Tweet 3: Grateful for my fellow #PatientLeaders in this community, can't wait to nominate them for the #WEGOHealthAwards <https://bit.ly/2rFPUJn>



Tweet 4: If I've ever given you support, resources, or assurance, please consider nominating me #WEGOHealthAwards <https://bit.ly/2rFPUJn>



Tweet 5: Time to give back to the online health community. Nominate your fav Go-To's for the #WEGOHealthAwards <https://bit.ly/2rFPUJn>



Tweet 6: Please consider nominating me for the #WEGOHealthAwards! <https://bit.ly/2rFPUJn>



Tweet 7: Nominations are open for the #WEGOHealthAwards! <https://bit.ly/2rFPUJn>



Tweet 8: I'm nominating the #PatientLeaders that are changing healthcare. Who are you nominating? #WEGOHealthAwards <https://bit.ly/2rFPUJn>



Tweet 9: The #WEGOHealthAwards mean to me [Add your personal thought here]

Tweet 10: This is why I'm a #PatientLeader #WEGOHealthAwards [Attach I am a Patient Leader because . . . graphic]

Don't forget to add the graphics from this kit, your own graphics, hashtags, and to tag your friends!



Resources To Use: Social Media Promotions



Post these updates onto your Facebook profile or page, or switch them up a bit to personalize them. Perhaps post a picture of you executing the skill you're speaking to or post your headshot along with the promo. Below are 8 examples of Facebook posts you could share with your network.

Post 1: Hey **{health condition}** community - let's make sure we are represented in the WEGO Health Awards celebration. Nominate your favorite Patient Leaders today!
<https://bit.ly/2rFPUJn>

Post 2: My favorite part of the WEGO Health Awards is **{add your favorite part}**. You can be a part of the #WEGOHealthAwards this year by nominating your favorite Patient Leaders. Don't miss out on the opportunity to give back to the community and recognize the hard work that Patient Leaders put in on a daily basis.
<https://bit.ly/2rFPUJn>

Post 3: Nominations are open for the WEGO Health Awards. I am honored to recognize and celebrate my fellow Patient Leaders in the online health community. <https://bit.ly/2rFPUJn>

Post 4: WEGO Health is recognizing all of the great patients, caregivers, and influencers who have served to lead and inspire the online health community. Make sure to nominate your favorite **{health condition}** leaders to bring awareness to our community! <https://bit.ly/2rFPUJn>

Post 5: Nominations have officially opened. Head on over to the WEGO Health Awards nomination page to recognize your favorite community leaders. <https://bit.ly/2rFPUJn>

Post 6: Everyone can be a part of the #WEGOHealthAwards! Make sure to nominate your favorite Patient Leaders across all condition areas and topics.
<https://bit.ly/2L0orqX>

Post 7: From Best in Show: Facebook to Rookie of the Year, the WEGO Health Awards seeks to recognize all Patient Leaders. Learn more about the award categories by visiting the Awards page today. <https://bit.ly/2L0orqX>

Post 8: I'm a patient leader because... **{Add your graphic, reason, and your profile link}**



Resources To Use: Social Media Graphics

Use the following graphics at your discretion. They're great to use on social media, add to blog posts, and put in emails. Feel free to create your own graphics to advertise to your social network as well. You can save them from this document or click on the link to download them from WEGOHealth.com.



Click [HERE](#) to
download the WEGO
Health Awards Graphics





Resources To Use: Blog Post Template

Use the following as a starting template to create a blog post announcing the WEGO Health Awards and asking your community for support.

I am thrilled to share some very exciting news – nominations for the WEGO Health Awards have officially opened! As a member of the Patient Leader Network, I could not be more excited for the chance to celebrate the online health community as a whole.

WEGO Health is a mission-driven company that connects the healthcare industry with the experience, skills, and insights of Patient Leaders. They are the world's largest network of Patient Leaders, working across virtually all health conditions and topics.

[The WEGO Health Awards](#) were created to celebrate those who tirelessly support the mission of WEGO Health: to empower the patient voice. With 16 award categories, the WEGO Health Awards are the only awards across all conditions and platforms, that recognize the over 100,000 Patient Leaders who are an inspiration to all of us. These amazing Patient Leaders raise awareness, share information, and support their communities – and, often without recognition.

So, if I've ever given you support, resources, or any kind of assistance that helped you in your own journey, please consider nominating me for a WEGO Health Award. Winning this award will increase my visibility and validate my efforts to raise awareness within our community with the ultimate goal of having a positive impact on the state of healthcare.

This celebration is for all of the bloggers, tweeters, and posters who are sharing their own healthcare journey in the hopes of bettering the lives of others. So, I also encourage you to recognize and nominate other Patient Leaders within the [\[health condition\]](#) community for their endless efforts and advocacy work!

[Nominate Today.!](#)