



Heart Month Social Media Toolkit

Objective:

February is Heart Month, a dedicated time to elevate heart health education and empower Iowans to take charge of their well-being. Heart disease remains the leading cause of death in our state and across the nation, yet many heart attacks and strokes can be prevented with proactive steps. By encouraging regular physical activity, heart-healthy eating, knowing your numbers, and tobacco-free living, we can help more individuals protect their long-term health. Sharing these messages throughout Heart Month strengthens our collective commitment to prevention and support healthier communities across Iowa.

February: Heart Health & Awareness Observances

- American Heart Month
- Women's Heart Week (Feb 1-7)
- Wear Red Day (Feb 6)
- Congenital Heart Defect Awareness Week (Feb 7-14)
- Cardiac Rehab Week (Feb 9-15)

How to use the Trello Board

Our Heart Month Trello Board is linked to the toolkit. Inside, you'll find all eight social media posts in two formats:

- Facebook/LinkedIn Size
- Instagram Size

Trello Board Link:

<https://trello.com/b/NwMT1bM5>

To download a graphic:

1. Click the public viewing link to enter the Trello board
2. Click on the specific social media graphic you want to publish
3. Click on the file name to expand the image
4. Select download at the bottom of the image

To get the copy for the post:

1. Go to the column containing the social media post you would like to use
2. Scroll down until you find the "social media caption" box
3. Click on the "social media caption" box and copy the text