

## Patient Engagement Theme: Ugly Sweater/Shweater Contest

December is a busy month full of exciting Holiday activities and traditions. We've decided to end the year with a fun activity for your team and your patients to get involved with- an ugly sweater photo contest! December 16<sup>th</sup> is technically "National Ugly Christmas Sweater Day," but we think it's a safe bet that with Holiday parties all month long, most people won't wait until December 16<sup>th</sup> to rock their sweaters.

1. Invite patients to send in photos of themselves in their ugly sweaters. You may also invite them to wear their sweaters to their appointments during the month of December and take a photo in the office with team members!
2. Discuss implementation with your team- how will you notify patients of this theme and how will you put it into effect? Will you run a contest? If so, will you partner with a local business?
3. If you run a contest, decide when you will choose a winner, how they will be announced, and what the prize will be. This could be announced December 26<sup>th</sup> or after to give patients time to submit photos from holiday parties and you may choose to announce via Facebook, monthly newsletter, or simply post a flyer in your office and notify the winner privately.
4. Place the counter card in your document frame. Edit the contest prize before printing. We have included two options- Sweater and "Shweater" for those in warmer climates where sweaters are just too dang hot.



5. Edit the cards with sharing instructions and print them as well. These can be handed out at patient visit or including in hygiene bags.
6. Share photos of your staff on social media and/or your newsletter. Invite your patients to share their photos on social media and tag you!
7. Ugly Sweaters not your thing? You can change the sweaters out for “Elf on a Shelf” sightings and have your own “Elf on a Shelf,” ask patients to recreate the “12 Days of Christmas” and submit photos, or something more simple and have photo contest called “O, Christmas Tree” where you invite patients to share photos of their decorated trees and choose the most unique or well-decorated. There are tons of options to choose from and you are free to choose what is best for your practice.
8. Always encourage your patients to tag you when they share their photos online. You may even encourage them to use a special hashtag that you create to track shared photos.

**Note: If your practice is not active on social media, you can include these photos in your monthly newsletter, on your website, in your office slide shows, etc. They can be used anywhere you feel they are appropriate!**

## **Sample Posts and Other Ideas:**

Feel free to use these suggestions or use your own.

- Remember, it's always best if the patient takes the photo with his or her device, posts on their account and tags you in it to avoid any HIPAA regulations. You can post photos of your staff on your own account without any HIPAA restrictions.
- Print additional counter cards for display in other areas of the office.
- Invite patients to “Like” or “Follow” you on your social media accounts and tag you in their shared photos and stories.
- Utilize the December calendar provided for other ideas on events and fun “holidays” in December!
- Alternate posts of staff members wearing ugly sweaters- this could be in the office or photos from years past!
- Find interesting or unique ugly sweaters online and post some of your favorites.
- Invite patients to “Like” or “Follow” you on your social media accounts and tag you in photos of their own “Ugly Sweaters.”