
















Winter 2022/23 social media toolkit: NHS 111

Dates: To run every weekend, Friday to Monday, from now until end of January 2023.
Please note, this may be extended to March 2023, depending on the system position.

| Topic | Copy | Visuals |
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| General | <p>When you need urgent medical help, go to 111 online first. www.111.nhs.uk will give you advice and support right away.</p> <p>You can also download the NHS app for advice or call 111 if you can't access the internet.</p> <p>#Think111First</p> |  |
| General | <p>If you've got an urgent, but not life-threatening, medical need, visit www.111.nhs.uk for immediate advice and support.</p> <p>Call 111 if you can't access 111 online.</p> <p>#Think111First</p> |  |
| Symptoms/injury | <p>Worried about symptoms or need help with an injury? Head over to www.111.nhs.uk where you can answer some questions and get instant advice on what to do, or where is best to go.</p> <p>You can also dial 111 for the same support.</p> <p>#Think111First</p> |  |
| Child injury | <p>Has your child hurt themselves? If it isn't life-threatening, head to www.111.nhs.uk – you'll be told what to do and, if needed, where to go.</p> <p>If your little one is under 5, call 111 for assistance.</p> <p>#Think111First</p> |  <p>(GIF)</p> |
| Child injury | <p>Accidents happen, so if your little one hurts themselves visit www.111.nhs.uk for advice on what to do.</p> <p>#Think111First</p> |  |

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| Child unwell | <p>We know it is distressing when your little one isn't very well. Head to www.111.nhs.uk for instant advice and support to help your child get back to their usual self.</p> <p>#Think111First</p> |  |
| General | <p>Available 24/7, NHS 111 online can help if you have an urgent medical problem and you're not sure what to do.</p> <p>If you think you need treatment but it's not life threatening, visit http://111.nhs.uk, or call 111.</p> <p>#Think111First</p> |  |
| General | <p>Feeling unwell and not sure what to do?</p> <p>Answer questions about your main symptoms to find out what to do and, if needed, where to go. Visit www.111.nhs.uk or call 111</p> <p>#Think111First</p> |  |
| Dental | <p>Are you worried about a dental problem? Advice and support are just a click away – visit www.111.nhs.uk. Can't access the internet? Call 111 for the same advice and support.</p> <p>#Think111First</p> |  |
| General | <p>Information and support for lots of different medical needs are just a click away. Visit www.111.nhs.uk to check symptoms, get dental advice, and get information about prescriptions and medicines.</p> <p>You can also call 111 for the same support.</p> <p>#Think111First</p> |  |
| General | <p>Need medical help? Visit www.111.nhs.uk:</p> <ul style="list-style-type: none"> 🏠 Get help for symptoms or an injury from your own home 🦷 Get dental advice 💊 Get information about prescriptions and medicines 🧑🏻 Find out how you can look after yourself at home 👤🏥 Get a face-to-face appointment if needed |  |

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| <p>Three ways to access</p> | <p>Get to know the three ways to access medical care urgently from home   </p> |  | |
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