CaringBridge Messaging Guide

Outreach partnerships with hospitals, healthcare organizations and nonprofits further the CaringBridge mission by referring the use of CaringBridge to their patients, caregivers or members on a health journey.

How CaringBridge is Shared with Patients and Family Caregivers

- Social, Emotional & Spiritual Support Care Contacts: Social Work, Care Management, Nurses, Family Resource, Child Life, Chaplaincy
- Online Communications and Resource Directories
- Articles and Communications
- Hospital or Facility Intake: Encouraging families to establish a communications process during stay
- Bedside: Installing CaringBridge app on tablets/iPads and personal devices
- Hospital Software: Educational Content, Patient Portals, resource sharing

The following content is available for sharing on your platforms to easily, accurately and broadly share CaringBridge to those in need. Additional information can be found here.

Shareable Statements

25 Words
CaringBridge offers free, personal, protected websites for patients and caregivers to easily share updates and receive support and encouragement from their community during a health journey. Start a site today www.CaringBridge.org.

50 words
CaringBridge is a global, nonprofit social network dedicated to helping family and friends communicate with and support loved ones during a health journey. Through the use of free, personal, protected websites, people easily share updates and receive strength and encouragement from their community. Start a site today www.CaringBridge.org.

100 words
CaringBridge is a global, nonprofit social network dedicated to helping family and friends communicate with and support loved ones during a health journey. Through the use of free, personal, protected websites, people easily share updates and receive strength and encouragement from their community.
CaringBridge provides control and a safe environment for people facing any health condition. Every ten minutes, a CaringBridge website is created for someone experiencing a health journey.
CaringBridge was the first social networking site for communicating during a health event. Since 1997, nearly 850,000 CaringBridge websites have been created. Combined, those sites have received 4.4 billion visits. Start a site today www.CaringBridge.org.
Articles and Videos for Outreach Partners

The following content is available for easy download or sharing on your platforms to easily, accurately and broadly share CaringBridge to those in need. Additional information can be found here.

Articles

- “The Protection You Want, With the Privacy You Choose”
- “6 Helpful Ways to Cope With Loneliness”
- “Caregiver-Turned-Patient Shares 14 Ways to Help That are Truly Helpful”
- “Patients and Families Turn to CaringBridge to Stay Connected as Americans Take Measures to Combat Covid-19”
- “How to Support Loved Ones During Covid-19”

Videos

- “What is CaringBridge”
- “How to Start a CaringBridge Site”
- “Making the Most of Your CaringBridge Site”
- “CaringBridge Planner Makes it Easy”

Additional articles and videos focused on the topics of healing and caregiving, as well as aspirational stories and utility content, can be found at www.CaringBridge.org/Resources

CaringBridge Online and in App Store

Please use this URL when directing people to start a site or learn more about CaringBridge www.CaringBridge.org. The CaringBridge App is also available for iOS and Android at the app stores.

CaringBridge Logos
CaringBridge Shareable Assets

Please use the following images, corresponding quotes and above statements to create social posts and communications.

<table>
<thead>
<tr>
<th>Image</th>
<th>Testimonial and/or Suggested Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image 1" /></td>
<td>“With restrictions on visitors in the chemo room, I see families using their CaringBridge sites to keep the support coming in real time. It’s wonderful. Having patients feel that love means a lot.” –An oncology nurse observing CaringBridge in action through the pandemic</td>
</tr>
<tr>
<td><img src="image2.png" alt="Image 2" /></td>
<td>“I’ve seen families using CaringBridge tell other families about CaringBridge. With restrictions on hospital visitors, it is a good way for everyone to keep in touch.” –A nurse observing CaringBridge in action through the pandemic</td>
</tr>
</tbody>
</table>
| ![Image 3](image3.png) | **Start a Free Site for a Health Crisis**

Make it easy to keep loved ones informed during a health crisis. Start a free CaringBridge site to share updates all in one place. Learn more at [www.CaringBridge.org](http://www.CaringBridge.org) |

Follow CaringBridge on LinkedIn, Facebook, Instagram and Twitter

[LinkedIn](#)  [Facebook](#)  [Instagram](#)  [Twitter](#)  [Email](#)

Our Vision reflects how patients, caregivers, family and friends like you see CaringBridge: A world where no one goes through a health journey alone.