U.S. Department of Veterans Affairs

Office of Connected Care

**Health Outreach, Public Awareness, Content Management, and Training**

**ATLAS Site Social Media Handles**

**May 12, 2022**

This document is organized by ATLAS (Accessing Telehealth through Local Area Stations) site location. Each ATLAS site has a unique table containing all relevant social media handles to use in outreach.

|  |
| --- |
| **Asheboro, NC, ATLAS Site** |
| Organization | Facebook | Twitter |
| U.S. Department of Veterans Affairs | @VeteransAffairs | @DeptVetAffairs |
| Veterans Health Administration | @VeteransHealth | @VeteransHealth |
| W. G. (Bill) Hefner VA Medical Center – Salisbury, NC | @VASalisbury | @SalisburyVAMC |
| Walmart #1132 | @Walmart1132 | @Walmart |

|  |
| --- |
| **Athens, TX, ATLAS Site** |
| Organization | Facebook | Twitter |
| U.S. Department of Veterans Affairs | @VeteransAffairs | @DeptVetAffairs |
| Veterans Health Administration | @VeteransHealth | @VeteransHealth |
| Dallas VA Medical Center – Dallas, TX | @VANorthTexas | @VANorthTexas |
| Veterans of Foreign Wars | @VFWFans | @VFWHQ |
| VFW Post 7103 | @Post7103 | @VFWPOST7103 |

|  |
| --- |
| **Boone, NC, ATLAS Site** |
| Organization | Facebook | Twitter |
| U.S. Department of Veterans Affairs | @VeteransAffairs | @DeptVetAffairs |
| Veterans Health Administration | @VeteransHealth | @VeteransHealth |
| Charles George VA Medical Center – Asheville, NC | @AshevilleVAMC | @AshevilleVAMC |
| Walmart #2496 | @Walmart2496 | @Walmart |

|  |
| --- |
| **Emporia, KS, ATLAS Site** |
| Organization | Facebook | Twitter |
| U.S. Department of Veterans Affairs | @VeteransAffairs | @DeptVetAffairs |
| Veterans Health Administration | @VeteransHealth | @VeteransHealth |
| Colmery-O’Neil Veterans’ Administration Medical Center – Topeka, KS | @TopekaVAMC | @VAEasternKansas |
| Dwight D. Eisenhower VA Medical Center – Leavenworth, KS | @LeavenworthVAMC | @VAEasternKansas |
| The American Legion National Headquarters | @americanlegionhq | @AmericanLegion |
| American Legion Ball-McColm Post 5 | @American-Legion-Ball-McColm-Post-5-1632188803675584 | N/A |
| Philips | @Philips | @Philips |

|  |
| --- |
| **Eureka, MT, ATLAS Site** |
| Organization | Facebook | Twitter |
| U.S. Department of Veterans Affairs | @VeteransAffairs | @DeptVetAffairs |
| Veterans Health Administration | @VeteransHealth | @VeteransHealth |
| Mann-Grandstaff VA Medical Center – Spokane, WA | @VASpokane | @SpokaneVA |
| Montana VA Healthcare System – Fort Harrison, MT | @VAMontana | @VAMontanaHCS |
| Veterans of Foreign Wars | @VFWFans | @VFWHQ |
| VFW Post 6786 | @VFWEurekaMontana | N/A |

|  |
| --- |
| **Fond du Lac, WI, ATLAS Site** |
| Organization | Facebook | Twitter |
| U.S. Department of Veterans Affairs | @VeteransAffairs | @DeptVetAffairs |
| Veterans Health Administration | @VeteransHealth | @VeteransHealth |
| Milwaukee VA Medical Center (Zablocki) – Milwaukee, WI | @MilwaukeeVA | @MilwaukeeVA |
| Walmart #1643 | @Walmart1643 | @Walmart |

|  |
| --- |
| **Gowanda, NY, ATLAS Site** |
| Organization | Facebook | Twitter |
| U.S. Department of Veterans Affairs | @VeteransAffairs | @DeptVetAffairs |
| Veterans Health Administration | @VeteransHealth | @VeteransHealth |
| VA Western New York Healthcare System – Buffalo, NY | @VAWesternNY | N/A |
| Veterans of Foreign Wars | @VFWFans | @VFWHQ |
| VFW Post 5007 | @VFW-POST-5007-230048370463531 | N/A |
| Philips | @Philips | @Philips |

|  |
| --- |
| **Howell, MI, ATLAS Site** |
| Organization | Facebook | Twitter |
| U.S. Department of Veterans Affairs | @VeteransAffairs | @DeptVetAffairs |
| Veterans Health Administration | @VeteransHealth | @VeteransHealth |
| VA Ann Arbor Healthcare System – Ann Arbor, MI | @VAAnnArbor | @VAAnnArbor |
| Walmart #1754 | @Walmart1754 | @Walmart |

|  |
| --- |
| **Keokuk, IA, ATLAS Site** |
| Organization | Facebook | Twitter |
| U.S. Department of Veterans Affairs | @VeteransAffairs | @DeptVetAffairs |
| Veterans Health Administration | @VeteransHealth | @VeteransHealth |
| VA Iowa City Healthcare System – Iowa City, IA | @VAIowaCity | @VAIowaCity |
| Walmart #1431 | @Walmart1431 | @Walmart |

|  |
| --- |
| **Linesville, PA, ATLAS Site** |
| Organization | Facebook | Twitter |
| U.S. Department of Veterans Affairs | @VeteransAffairs | @DeptVetAffairs |
| Veterans Health Administration | @VeteransHealth | @VeteransHealth |
| Erie VA Medical Center – Erie, PA | @VAMCErie | @ErieVAMC |
| Veterans of Foreign Wars | @VFWFans | @VFWHQ |
| VFW Post 7842 | @linesville.vfwpost | N/A |
| Philips | @Philips | @Philips |

|  |
| --- |
| **Los Banos, CA, ATLAS Site** |
| Organization | Facebook | Twitter |
| U.S. Department of Veterans Affairs | @VeteransAffairs | @DeptVetAffairs |
| Veterans Health Administration | @VeteransHealth | @VeteransHealth |
| VA Central California Health Care System – Fresno, CA | @VAFresno | @VAFresno |
| Veterans of Foreign Wars | @VFWFans | @VFWHQ |
| VFW Post 2487 | @Los-Banos-VFW-Post-2487-American-Legion-Post-166-1640341526234623 | N/A |
| Philips | @Philips | @Philips |

|  |
| --- |
| **Springfield, VA, ATLAS Site** |
| Organization | Facebook | Twitter |
| U.S. Department of Veterans Affairs | @VeteransAffairs | @DeptVetAffairs |
| Veterans Health Administration | @VeteransHealth | @VeteransHealth |
| Washington VA Medical Center – Washington, D.C. | @WashingtonDCVAMC | @DCVAMC |
| The American Legion National Headquarters | @americanlegionhq | @AmericanLegion |
| American Legion Post 176 | @legionpost176 | N/A |
| Philips | @Philips | @Philips |

|  |
| --- |
| **Wickenburg, AZ, ATLAS Site** |
| Organization | Facebook | Twitter |
| U.S. Department of Veterans Affairs | @VeteransAffairs | @DeptVetAffairs |
| Veterans Health Administration | @VeteransHealth | @VeteransHealth |
| VA Phoenix Health Care System – Phoenix, AZ | @PhxVAHealthcare | @PhxVAHealthcare |
| Northern Arizona VA Healthcare System – Prescott, AZ | @VAPrescott | N/A |
| The American Legion National Headquarters | @americanlegionhq | @AmericanLegion |
| American Legion Post 12 – Kellis-Draper | @arizona.wickenburg | N/A |
| Philips | @Philips | @Philips |

**Tips for Using the ATLAS Social Media Templates**

Below are tips for posting ATLAS content and tagging affiliates on Facebook and Twitter. You can refer to Slide 16 of the ATLAS-VSO outreach plan for information on tagging state Veteran agencies on these platforms.

***Facebook***

When tagging on Facebook, type the account page handle as it appears in the copy (e.g., “**@VeteransAffairs**”) and then select the appropriate agency or organization name (e.g., “U.S. Department of Veterans Affairs”) from the list.

Facebook tagging creates a link to the tagged page and provides the entire page name in the copy. For example, “The **@VeteransAffairs** and **@AmericanLegionHQ** have teamed up to bring VA care closer to home …” will appear as “The **U.S. Department of Veterans Affairs** and **The American Legion National Headquarters** have teamed up to bring VA care closer to home …”

***Twitter***

When tagging on Twitter, follow the same process as on Facebook. However, unlike on Facebook, tagging an organization on Twitter will show only the organization’s handle, not its entire name. For example, “.**@DeptVetAffairs** and **@AmericanLegion** have teamed up to bring VA care closer to home …” will appear as is.

Please note that some ATLAS sites do not have a Twitter account. However, sites with Twitter accounts are still encouraged to share content on Twitter even if there is not an affiliate to tag.

Here are some additional tips for posting on Twitter:

* If your site is affiliated with Walmart, be sure to add the store number when tagging the Walmart flagship account on Twitter (e.g., “… in a private appointment room at **@Walmart** store 1431.”).
* When starting a Twitter post with a tag, you must insert a period before the @ symbol (e.g., “**.@DeptVetAffairs**”).
* Twitter posts are limited to 280 characters, including spaces and tagged accounts. Make sure your posts do not exceed this character limit after you tailor the ATLAS social media template to your site.