



## Marketing Toolkit Guidelines

Hospitals are invited to use this toolkit when marketing to and recruiting nurses. This toolkit includes templated materials and graphics that can be customized with your hospital's logo. Toolkit includes:

1. Templated flyer 8.5" x 11". [Click here to open Microsoft Word document](#). Then click **Download**. You will be able to add your hospital's logo, name, and contact details in the downloaded version.
2. Social media graphics/captions
3. Website copy

Please follow the guidelines below. If you have any questions, please email [jmazo@tha.com](mailto:jmazo@tha.com).

- The THA Nurse Residency Program logo may not be removed or altered.
- "In collaboration with: Vizient /AACN Nurse Residency Program™" must remain on all materials.
- Text may not be modified with the exception of adding your hospital name in the designated template text areas. Colors and fonts may not be altered.
  - Fonts: Arial and Arial Black
  - Colors:
    - Red - Hex #C21F32, RGB: 194, 31, 50
    - Blue - Hex #24356F, RGB: 36, 53, 111
    - Body text: #233746, RGB: 35, 55, 70
- When referring to the program, please use one of the following:
  - "[Hospital Name] and the THA Nurse Residency Program"
  - "[Hospital Name] in partnership with the THA Nurse Residency Program"
  - "[Hospital Name] in collaboration with the THA Nurse Residency Program"
- Hospitals may add their logo to materials in the designated areas (see page 2). **We recommend using the customizable social media graphics files linked below.** You'll be prompted to create a free Adobe Express account to view the graphics. After creating an account, click "Remix" to add your hospital's logo.
  - Instagram, Facebook, LinkedIn
    - [Graphic 1](#)
    - [Graphic 2](#)
    - [Graphic 3](#)
  - X
    - [Graphic 1](#)
    - [Graphic 2](#)
    - [Graphic 3](#)

You may also [download this image folder](#) and add your logo using Adobe InDesign or a similar program.

- Tag THA on social media
  - [Facebook](#) @TNHospitalAssociation
  - [Instagram](#) @tnhospitals
  - [X](#) @tnhospitals
  - [LinkedIn](#) @TennesseeHospitalAssociation

## Social Media Graphics

[Download image files here](#)

Facebook, LinkedIn, Instagram Graphic



X Graphic



## Social Media Captions

1. Jump start your nursing career with **[Hospital Name]** and the THA Nurse Residency Program! We are invested in your growth and development to help you successfully transition to professional nursing. The program is open to RN and LPN nurses within their first year of practice. Learn more at **[Hospital Website Link]** or contact **[Hospital**

### Contact Name and Details].

2. Launch your nursing career [Hospital Name] with confidence! We've partnered with the THA Nurse Residency Program to help you successfully transition to professional nursing. Strengthen competencies in collaboration, leadership, communication, delegation, and evidence-based practice. RN and LPN nurses within their first year of practice are welcome to enroll in the program. Learn more at [Hospital Website Link] or contact [Hospital Contact Name and Details].
3. Calling all new graduate nurses – [Hospital Name] wants to set you up for success! We've partnered with the THA Nurse Residency Program to help you strengthen competencies in collaboration, leadership, communication, delegation, and evidence-based practice. Learn more at [Hospital Website Link] or contact [Hospital Contact Name and Details].
4. Do you want a program that supports your transition to the practice setting? [Hospital Name] has partnered with THA Nurse Residency Program to enhance your skills in collaboration, leadership, communication, delegation, and evidence-based practice. Learn more at [Hospital Website Link].
5. Attention new nurses, are you ready to take the next step in your nursing journey? Develop your professional skills through the THA Nurse Residency Program. Learn more at [Hospital Website Link] or reach out to [Hospital Contact Name and Details].

### Website Copy

Embark on your nursing career with [Hospital Name] and the THA Nurse Residency Program! We are invested in your growth and development to help you successfully transition to professional nursing. This program is open to RN and LPN nurses within their first year of practice. Statewide cohorts begin in the fall and spring.

#### Program Highlights

- Strengthen competencies in collaboration, leadership, communication, delegation, and evidence-based practice.
- Participate in 12 educational and professional development seminars.

Each Nurse Resident will participate in 12 educational and professional development sessions, lasting four hours per month. Sessions are provided virtually and facilitated by the THA's qualified clinical staff.

The program is provided at no cost to the employee or the hospital and is made possible by a Health Resources and Services Administration Grant from the Tennessee Department of Health.

*The program is in collaboration with Vizient/AACN Nurse Residency Program™*

INSERT HOSPITAL LOGO HERE.

# JUMP START YOUR NURSING CAREER!

Embark on your nursing career with [Hospital Name] and the THA Nurse Residency Program! We are invested in your growth and development to help you successfully transition to professional nursing.

## PROGRAM HIGHLIGHTS

Strengthen competencies in collaboration, communication, patient care, and delegation.

Participate in 12 educational and professional development seminars.

## PROGRAM DEVELOPS YOUR COMPETENCIES IN:

- Wellness and Stress Management
- Professional Role of a Nurse
- Physicality of Nursing
- Time Management
- Delegation and Resource Management
- Patient Care Delivery
- Infection Prevention
- Financial Wellness
- Interprofessional Communication or Team Nursing
- Nursing Ethics
- Mentorship
- Goal Setting and Achievement

*Open to RN and LPN nurses within their first year of practice!*



**NURSE  
RESIDENCY  
PROGRAM**

**In collaboration with:**

Vizient/AACN Nurse Residency Program™

*This project is funded under a Health Resources and Services Administration Grant with the State of Tennessee, Department of Health.*



**CONTACT (HOSPITAL CONTACT NAME AND DETAILS) TO LEARN MORE.**