1. **MHRA Yellow Card scheme Stakeholder Toolkit**

**Social Media Content**

**Objective**

The objective of this Yellow Card social media content is to raise awareness of the MHRA Yellow Card scheme and drive users to report adverse events on the website.

This document is intended for recipients of the MHRA Yellow Card scheme toolkit (NHS Trusts, patient groups, professional associations etc.) for them to post the social media content on their respective channels.

**Audience**

The x2 social media posts below are intended for both healthcare professionals and the general public, using language which is informative and universal to both audiences.

**Social posts**

The below includes x1 post for LinkedIn and x1 post for Meta platforms (i.e. Instagram and Facebook), both accompanied by assets in square orientations.

***Post #1 (LinkedIn)***

*Caption copy (for localising as required)*

Patient safety is vitally important to us, and we all have a role to play.

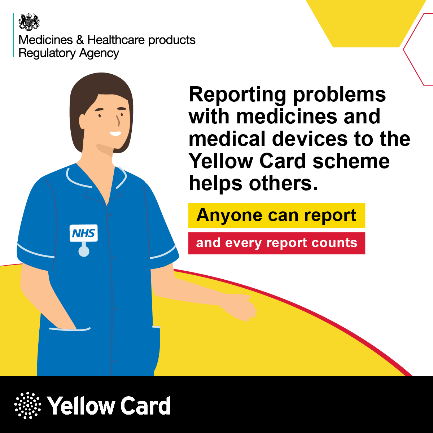
The easiest way we can all get involved is by reporting any problems with healthcare products via the MHRA Yellow Card scheme.

If you have experienced unexpected side effects, damaged or faulty products, or even fake medicines, all can be reported. Your report can help:

✅ Minimise risk  
✅ Improve safety information and education  
✅ Plays a key part in keeping others safe

Experienced an issue you want to report? 📱 Visit www.mhra.gov.uk/yellowcard and report in less than 10 minutes

*Visual asset*

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***Post #2 (Meta)***

*Caption copy (for localising as required)*

*Experiencing a problem with your medicine or medical device?*

*We are calling on you to report them using the MHRA Yellow Card scheme to help keep others safe.*

*🕒 Takes under 10 minutes*

*📱 Report for yourself or someone else at www.mhra.gov.uk/yellowcard*

*Visual asset*

A person holding a tablet

AI-generated content may be incorrect.