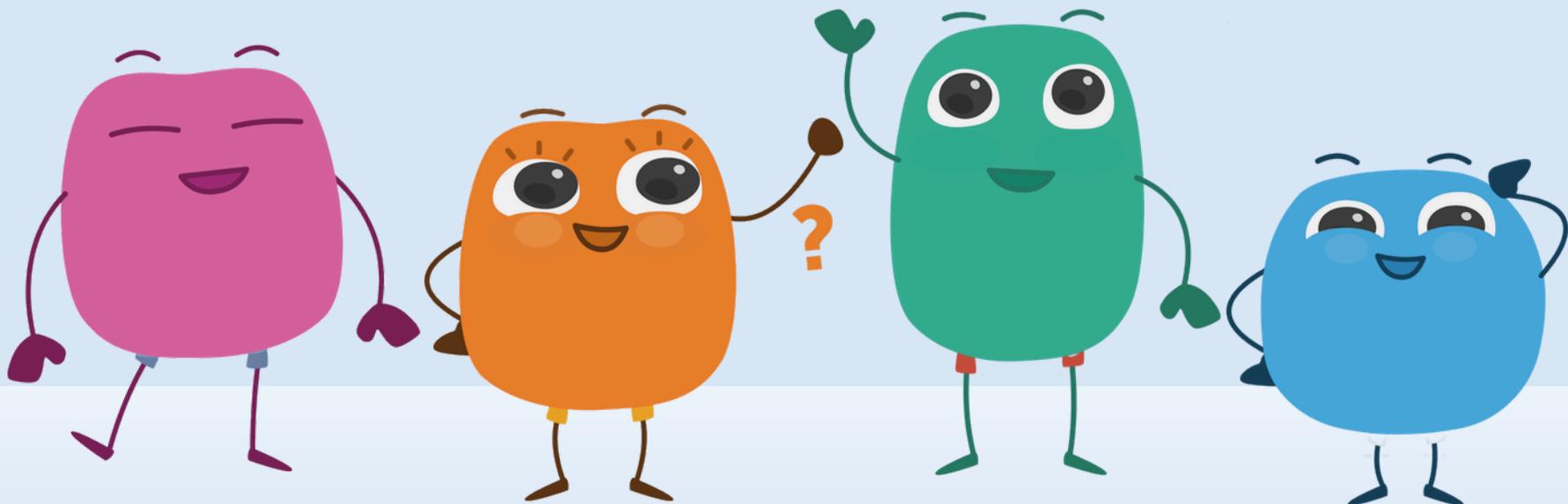


It's OK to Ask

SOCIAL MEDIA TOOLKIT - 2026



Introduction

The 'It's OK to Ask' campaign is promoted by NHS Scotland to empower patients to take an active role in their healthcare journey. Providing guidance on how to ask questions during any consultations or conversations about their health and care, the campaign aims to make patients more involved and informed on the treatment options available to them.

This social media toolkit contains resources and suggested copy to promote the campaign on your own platforms.



NHS inform campaign page



<https://www.nhsinform.scot/its-ok-to-ask/>



#ItsOKtoAsk

Carousel 1 - benefits



Suggested text:

#ItsOKtoAsk!

When you understand what's going on with your health, you can make better decisions around your care and treatment. For more info on questions to ask at your next appointment visit:

<https://www.nhsinform.scot/its-ok-to-ask>



#ItsOKtoAsk

Carousel 2 - questions



Suggested text:

Do you know #ItsOKtoAsk?
To help you get the most out of your next healthcare appointment, there are 4 key questions it's worth remembering to ask. For more info visit:

<https://www.nhsinform.scot/its-ok-to-ask>



#ItsOKtoAsk



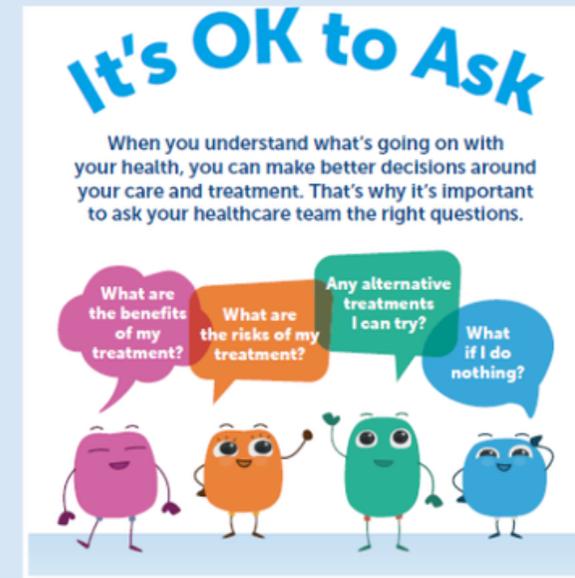
Single image - 16:9 or 1:1

Suggested text:

Do you know #ItsOKtoAsk?
To help you get the most out of your next healthcare appointment, there are 4 key questions it's worth remembering to ask.

For more info visit:

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Animation - 9:16 or 16:9

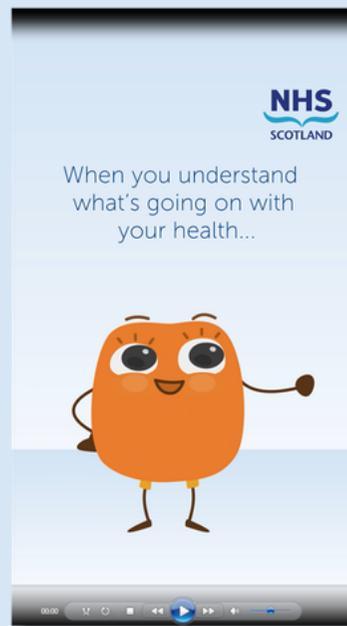
Suggested text:

#ItsOKtoAsk!

When you understand what's going on with your health, you can make better decisions around your care and treatment.

For more info on questions to ask at your next appointment visit:

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Editorial copy - e.g. blogs, news articles, etc.

It's OK to Ask: helping people get more from their healthcare appointments

NHS Scotland has launched its 'It's OK to Ask' campaign for 2026, encouraging people to feel confident asking questions about their health, care, and treatment options. The campaign aims to empower patients to take a more active role in decisions about their care, whether they are seeing a GP, physiotherapist, dentist, pharmacist, or hospital clinician.

A key message this year is the importance of preparing for appointments. To help people make informed choices, the campaign highlights four simple questions that can be used in any healthcare setting, for any treatment, procedure, tablet or test, even if its routine:

- What are the benefits?
- What are the risks?
- Are there alternatives?
- What happens if I do nothing?

NHS teams across Scotland welcome these conversations as they provide a good basis for shared decision making. The campaign reassures people that it's completely OK to speak up about any aspect of their care so patients feel informed, confident, and supported to make the decisions that work best for them.

Learn more about the 'It's OK to Ask' campaign: <https://www.nhsinform.scot/its-ok-to-ask/>.



Contact

We are grateful for your support. If you have any questions or need help please contact NHS 24's Communications Team on nhs24.hqcommunications@nhs24.scot.nhs.uk

