



## Hypertension Education Tools - Social Media Post Template

This folder includes several hypertension awareness social media graphics and an Excel document that will guide you on text you can use with the graphics and a potential call to action (CTA).

Use these social posts to raise awareness of hypertension, focus on the communities it impacts, and highlight the risks and effects associated with it. You can also encourage patients to get their blood pressure checked.

Included are the excel template with suggested post copy and graphic thumbnails, and potential Call to Actions (CTA's).

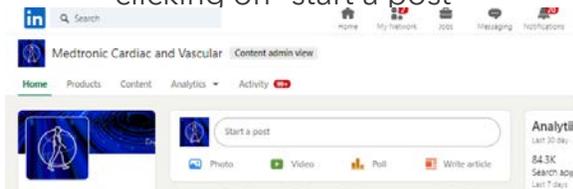
### General Direction:

#### How to start:

- Open the Excel document.
- Review the post text and graphics and select which post(s) you're going to use.
- Adjust the post text as needed.
- Select the link you'll include.

#### POSTING - LinkedIn:

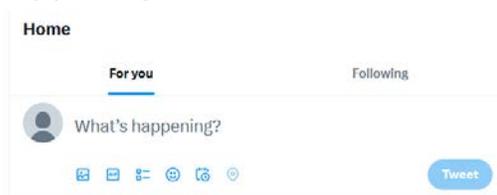
- Use the "share box" at the top of LinkedIn by clicking on "start a post"



- A blank text box will open; copy and paste the post text from the Excel document.

#### POSTING - Twitter:

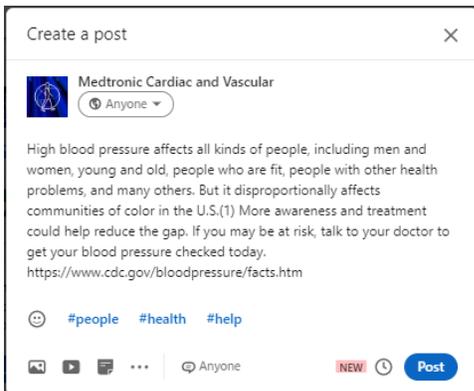
- At the top of the screen, click on "What's happening?"



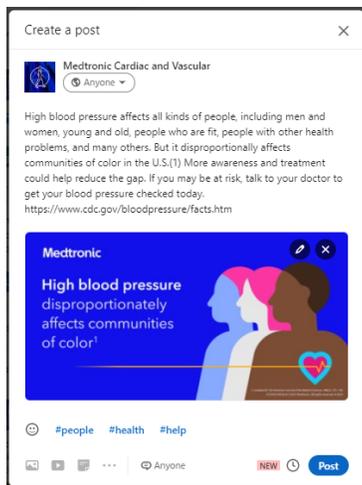
- Copy and paste the post text.



- Add any hashtags after the copy.
- Hit enter and add the CTA link:



- Decide if you want to post the static image or the animated graphic.
  - To add an image, click on the first icon at the bottom of the "Create a Post" screen. This will prompt you to select the graphic from your folder.



- To add an animated graphic, click on the second icon (video) at the bottom of the

- Add any desired hashtags as well as the CTA link.



- Note: The post copy must remain within the character count of 280 characters

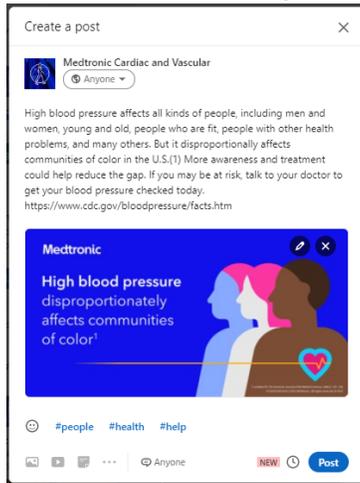
- Decide if you want to post the static image or the animated graphic.
  - To add an image or video, click on the first icon at the bottom left. This will prompt you to select the graphic from your folder.



- Review the text for any spelling errors.
- Either click "Tweet" or schedule it to post later.

Thank you for teaming up on hypertension and raising awareness for your patients!

“Create a Post” screen. This will prompt you to select the MP4 from your folder.



- Review the text for any spelling errors.
- Either click “Post” or schedule it to post later.

Thank you for teaming up on hypertension and raising awareness for your patients!