**Template Social Media Posts**

The below are to be used by an institution’s communications team on their social media channels.

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| **Social Channel**  | **Suggested Content**  | **Visual/Link**  | **Character Count**  |
| **General**  |
| Facebook  | [*Consider sharing the personal story of a patient with hypertension who was successfully treated using RDN; use relevant patient details in accordance with local privacy laws, and additional comments on patient as appropriate]*   [Institution] is now treating certain patients with high blood pressure with the Medtronic Symplicity blood pressure procedure - a minimally invasive technology to help reduce high blood pressure. Learn more about this treatment option & [patient’s name] story [link]  | Include link to patient story on hospital website; include image of patient, or procedure images/animation.*(Note: please align to your social media policy for your institution and secure consent form and follow hospital protocols if mentioning anyone featured in the photo or post before posting)*  | Approx 250-300 characters  |
| LinkedIn  | [Institution] is now treating certain patients with high blood pressure with the Medtronic Symplicity blood pressure procedure - a minimally invasive technology to help reduce high blood pressure. Learn more about this treatment option [link]  | Include link to Press Release orImage from case  (secure consent form for anyone featured in the photo before posting)   | Approx 250-300 characters  |