**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 or  Image from case  (secure consent form for anyone featured in the photo before posting) | Approx 250-300 characters |