

## SAMPLE SOCIAL MEDIA POSTS FOR PATIENT EDUCATION

This document provides SAMPLE social media copy and creative inspiration and assets to help you educate patients about their treatment during the COVID-19 pandemic.

### Reopening Safely

Post 1:

- Copy: As we begin to reopen for care or procedures, your health and safety are our top priority. Here are some of the actions we are taking to prevent infection:

[Insert actions taken]

- Image: (Right click, choose “Save as Picture” to save locally)



*Note: Recommend taking a photo demonstrating your clinic's increased precautions*

Post 2:

- Copy: Things have changed around here! Here are 5 things we're doing to help keep you safe. Contact our office to learn more:

<LINK: Your practice's website and/or phone number to explain virtual waiting room, etc.>

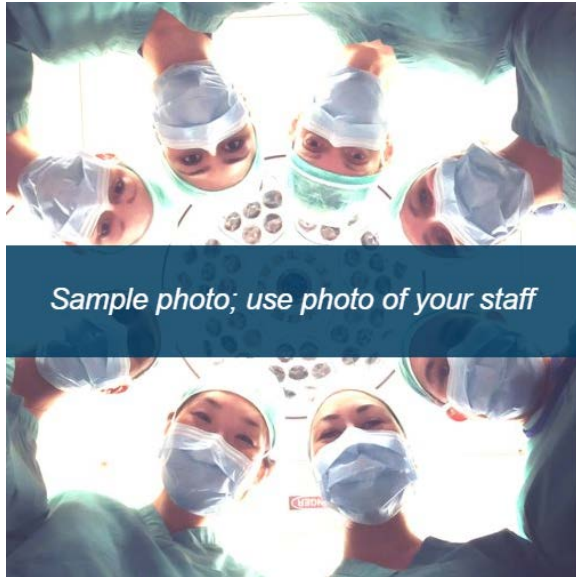
- Image: (Right click, choose “Save as Picture” to save locally)



Post 3:

- Copy: Big thanks to our team at <INSERT PRACTICE>, who are working extra hard to help ensure our patients are safe and protected while caring for their <INSERT SPECIALTY AREA>.

<LINK: to your practice's website>

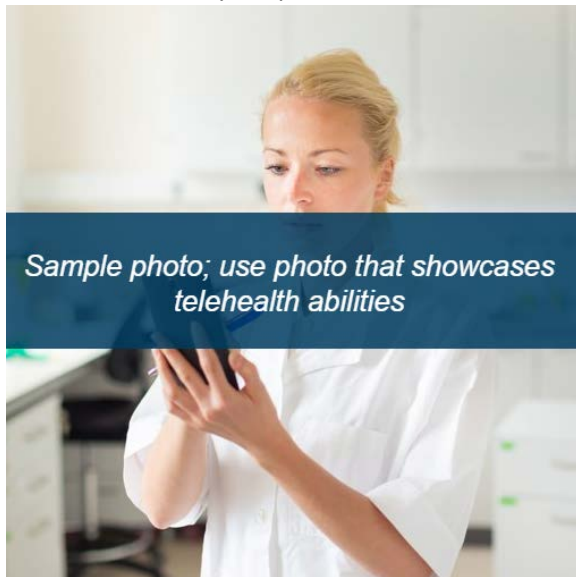


## Telehealth

Post 4:

- Copy: To help limit exposure and keep you safe, we're offering telemedicine appointments to address your <INSERT SPECIALTY AREA>. Schedule an appointment today:

<LINK: to your practice's website>



## Safe Surgery

Post 5:

- Copy: We're open and performing elective procedures to treat patients experiencing <INSERT SPECIALTY AREA>. Here are some of the actions we are taking to keep patients safe:
- [Insert actions taken]
- Image: (Practice to use own graphic)



*Sample photo; graphic that shows status of elective surgeries*

Additional ideas for social content:

- **Photos, graphics and videos drive higher engagement, and we strongly recommend using original images of your team and practice where relevant**
- **Resources:**
  - Images: Pexels.com and Unsplash.com that offer photos for royalty-free use
  - [Centers for Disease Control and Prevention](#)
  - [American College of Surgeons](#)
  - [American College of Osteopathic Surgeons](#)
  - [American Academy of Orthopaedic Surgeons](#)