



SOCIAL MEDIA GUIDE

BLADDER HEALTH AWARENESS MONTH

REACH MORE PATIENTS AND GROW YOUR PRACTICE

November is National Bladder Health Awareness Month, and that's a great opportunity to provide your patients with important information about pelvic health while enhancing their engagement with your practice.

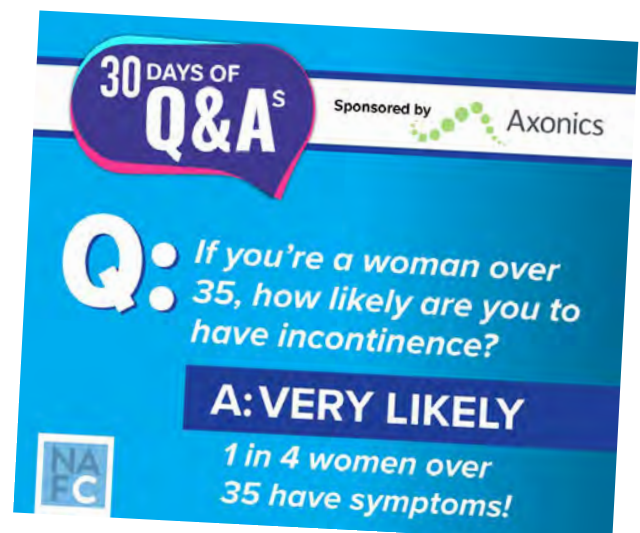
To help you spread the word about incontinence care and treatment, we've produced a set of social media posts that you can feel free to use on your own Facebook, Twitter and Instagram accounts. They're designed to be eye-catching and informative, helping patients recognize that they're not alone in their condition and that something can be done that makes a real difference.

On the following pages you'll find copies of these posts along with accompanying text that you can customize. They're built on our own "30 Days of Q&As" campaign that we're running throughout the month of November, addressing some of the most common questions that we receive from visitors to NAFC.org.

Better yet, if these aren't enough for you, there's more where they came from - we encourage you to post as frequently as possible, because more activity means more interest from your audience. If you'd like additional postings, reach out to us at memberservices@nafc.org.

What if you don't have a Facebook, Twitter or Instagram page? This is a great time to get one going - with all this content at your disposal, you can start your outreach with almost no effort at all.

We hope you use these in good health and look forward to continuing to support you in all your efforts to get your patients on a path towards drier days. Like we always say: There's no shame in being human!





SOCIAL MEDIA BEST PRACTICES

BLADDER HEALTH AWARENESS MONTH

Simple strategies to effective social marketing

If you're not well practiced in the use of social media, no worries - it's easier to do than you might realize. Here are a few simple strategies that you can use for high-quality messaging:

- **Hashtags** - An often underappreciated element of effective social media is the use of relevant hashtags. When selected properly, these can be powerful ways to amplify your message, getting it seen well beyond the people who are already aware of you. Consider the suggestions below, but feel free to use others that are specific to the particular posts you create. Where space allows, consider putting in anywhere from 7 to 12 of them per post:
#bladderhealth #bladderhealthmonth #bladdercontrol #bladderleakage
#bladderleaks #leakage #oab #overactivebladder #incontinence #womenshealth
#menshealth #urology #gynecology
- **Consistency** - A regular, ongoing posting process will make you more visible to the audience you're looking to reach. They'll have greater awareness of your practice, what you can offer and how you can be of service to them.
- **Images** - Once you've made use of the posts we've provided here, you'll want to create your own posts, too. Stock photos can be useful, helping you find just the right image for just the right message. But there's nothing better than your own photography - it has a sense of realism and relatability that you simply can't get with stock images, and they genuinely reflect who you are. Don't worry if they don't always feel professional; images that feel truthful are far more compelling, and today's social media users find candid shots especially appealing.
- **Protect Patient Privacy** - Using your own images may be a great way to personalize your postings, but keep HIPAA in mind when using social media. Images that show any patient-identifying features (portions of the face, tattoos, etc.) would be violations. If you have a truly compelling reason to use patient images in any of your marketing, you should always have the patient sign a release form. The same goes for staff members - it's good practice to have the express consent of anyone who appears in your posts. More information about releases and HIPAA, including example forms, can be found by [clicking here](#).



SAMPLE FACEBOOK POSTS

BLADDER HEALTH AWARENESS MONTH

In the folder that accompanies this information kit you'll find a baker's dozen of images including the ones below, all formatted and sized for use on Facebook, along with additional text that you can customize for your practice.

November is Bladder Health Awareness Month

Q: *If you're a woman over 35, how likely are you to have incontinence?*

A: VERY LIKELY
1 in 4 women over 35 have symptoms!

Brought to you by the NATIONAL ASSOCIATION FOR CONTINENCE

November is Bladder Health Awareness Month

Q: *Is wearing absorbents a big deal?*

A: NOT FOR MOST PEOPLE.
About 3 in 4 users say it isn't!

Brought to you by the NATIONAL ASSOCIATION FOR CONTINENCE

November is Bladder Health Awareness Month

Q: *What are the most important things to think about when choosing an absorbent?*

A: FORM, FIT & FUNCTION.

Brought to you by the NATIONAL ASSOCIATION FOR CONTINENCE

November is Bladder Health Awareness Month

Q: *How many Americans have overactive bladder?*

A: 50 MILLION
That's more than 1 out of every 10 people!

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November is Bladder Health Awareness Month

Q: *Is urge incontinence a big issue for men?*

A: IT IS
As many as 1 man in 10 have it.

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Q: *How many adult women have symptoms of stress urinary incontinence?*

A: 1 IN 4!

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November is Bladder Health Awareness Month

Q: *Does urinary incontinence affect more women than men?*

A: YES – TWICE AS MANY

Brought to you by the NATIONAL ASSOCIATION FOR CONTINENCE

November is Bladder Health Awareness Month

Q: *Is incontinence only a disease of the elderly?*

A: NOT AT ALL.
Almost 25% of women between 19 and 44 experience it.

Brought to you by the NATIONAL ASSOCIATION FOR CONTINENCE

November is Bladder Health Awareness Month

Q: *How many people in the U.S. deal with continence challenges?*

A: 35 MILLION!

Brought to you by the NATIONAL ASSOCIATION FOR CONTINENCE



SAMPLE INSTAGRAM POSTS

BLADDER HEALTH AWARENESS MONTH

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SAMPLE TWITTER POSTS

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Q: *What do users look for most in an absorbent product?*

A: That it works well, that it fits and that it's comfortable.

Brought to you by the
NATIONAL ASSOCIATION FOR CONTINENCE

November is Bladder Health Awareness Month

Q: *How many absorbent products do people usually try before finding one that works?*

A: Women try an average of 3 products, men try 7!

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FACEBOOK & INSTAGRAM TEXT

BLADDER HEALTH AWARENESS MONTH

Adding text to your posts is an important way to give your viewers more information about incontinence conditions and treatments, let them know about your practice and your capabilities, and direct them to your own website. What follows are some sample entries that you can use for Facebook and Instagram, but don't hesitate to use your own copy, too - and don't forget to include relevant hashtags, too.

November is National Bladder Health Awareness Month, and at [YOUR PRACTICE NAME], we're helping spread the word that incontinence is not something you have to live with. Give us a call today to get the conversation flowing.

This November, [YOUR PRACTICE NAME] is helping spread the word that incontinence is nothing to be ashamed of - more than 33 million Americans have overactive bladder; that's more than the entire population of Texas! Don't let embarrassment keep you from getting the treatment you deserve - call us today and we'll get you on the road to drier days.

Uncomfortable talking about your incontinence symptoms? Don't be! Incontinence affects more people than diabetes, and there's nothing to be ashamed of. Click here to schedule an appointment and we'll show you how easy it can be to get the conversation flowing.

You know what's worse than talking about incontinence? Living with it! Here at [YOUR PRACTICE NAME], we're experts at helping patients feel comfortable, diagnosing a full range of conditions and getting you treatment that can make a real difference. Click here or call us today for your appointment.

There's a lot of misunderstanding when it comes to incontinence. Don't chalk it up to aging and don't just accept that it's something you have to live with. Click here to schedule an appointment or give [YOUR PRACTICE NAME] a call today to learn about all the treatments that are available - you'll be surprised by how much can be done to get you on the road to drier days.



TWITTER TEXT

BLADDER HEALTH AWARENESS MONTH

It's just as important to use text on Twitter as it is on Facebook and Instagram - in fact, maybe more so. The challenge, however, is that there's a 280 character limit which means that you'll need to be much more concise with your messaging. The following samples all fit the limit - though if your practice name is long, you may want to cut them down further.

November is National Bladder Health Awareness Month, and at [YOUR PRACTICE NAME], we're helping spread the word that incontinence is not something you have to live with. Give us a call today to get the conversation flowing.

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There's a lot of misunderstanding when it comes to incontinence. Don't chalk it up to aging and don't just accept that it's something you have to live with. Give [YOUR PRACTICE NAME] a call today to learn about all the treatments that are available.

Most people don't realize just how much can be done to treat incontinence today - there are more options than you might imagine. Give [YOUR PRACTICE NAME] a call today to learn about all the treatments that are available.