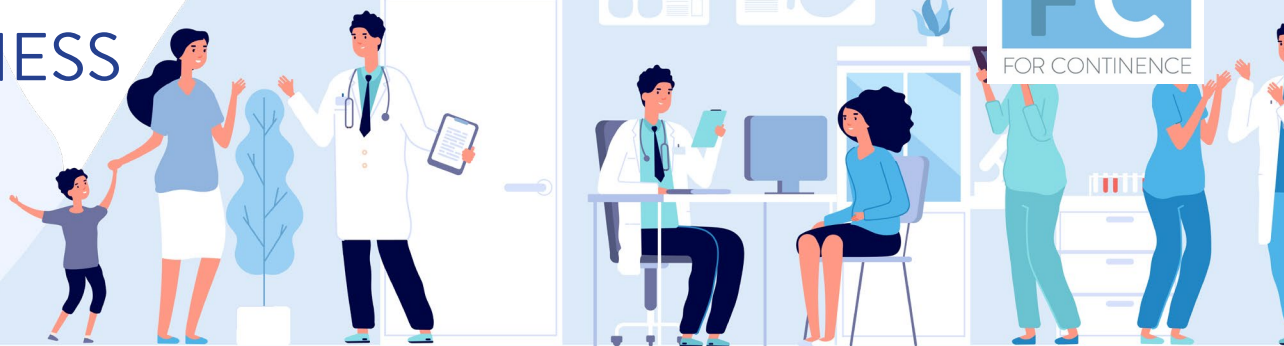


NOVEMBER, 2023

BLADDER HEALTH AWARENESS MONTH



HEALTHCARE PROVIDERS' SOCIAL MEDIA RESOURCES

November is National Bladder Health Awareness Month, and the team at the National Association for Continence is launching a major campaign to reach as many patients as possible with important messages promoting bladder care and treatments.

As part of this campaign, we're inviting you to join the effort and share the graphics and content we've provided here, helping your patients learn more about what they can do - and what you can do for them - to help them get dry, stay dry and live a life without leaks. Here's what you'll find inside:

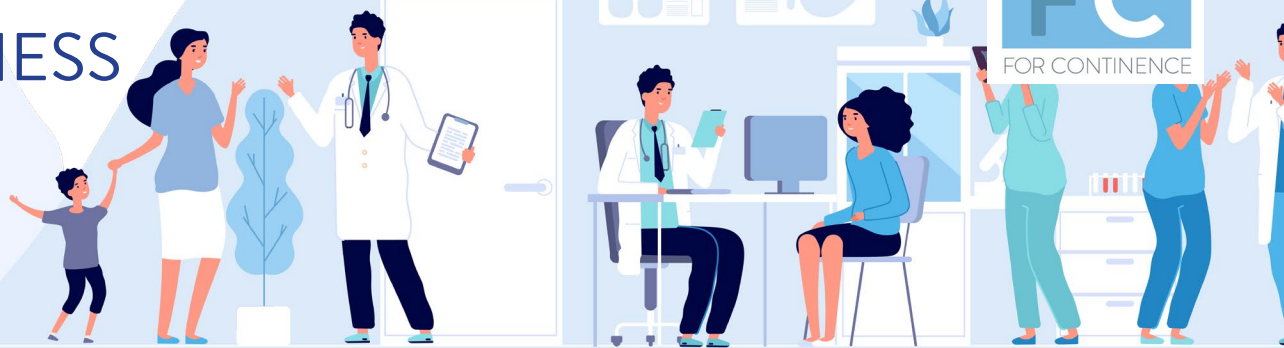
- Social media graphics sized for Facebook & Instagram
- Sample text to accompany your graphics
- Best practices for social media

As you review these materials, keep in mind that we're here for you, so if you have ideas for new messages that may benefit your patients, reach out to us and we'll be happy to put graphics together specifically for you. And if you have different social media platforms that you prefer to use, let us know and we'll resize these images as you need.

Finally, if you have any questions, don't hesitate reaching out to us today at memberservices@nafc.org - we're looking forward to supporting you any way we can. We're excited to have you join with us this November and help everyone who lives with incontinence recognize that there's no shame in being human.

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BLADDER HEALTH AWARENESS MONTH



HEALTHCARE PROVIDERS' SOCIAL MEDIA RESOURCES

ATTENTION-GETTING IMAGES FOR YOUR SOCIAL PAGES

Bladder Health Awareness Month may officially be 30 days long, but there are so many messages worth communicating that we're taking some liberties when it comes to timing. Instead of 4 weeks of messaging, we're going with 6! Over the course of the campaign, we'll be grouping our messages by theme:

- Week 1 - Behavior Modifications
- Week 2 - Products to Manage Incontinence
- Week 3 - All About Catheters
- Week 4 - Medications for Incontinence
- Week 5 - Advanced Therapies
- Week 6 - Hints and Tips for Drier Days

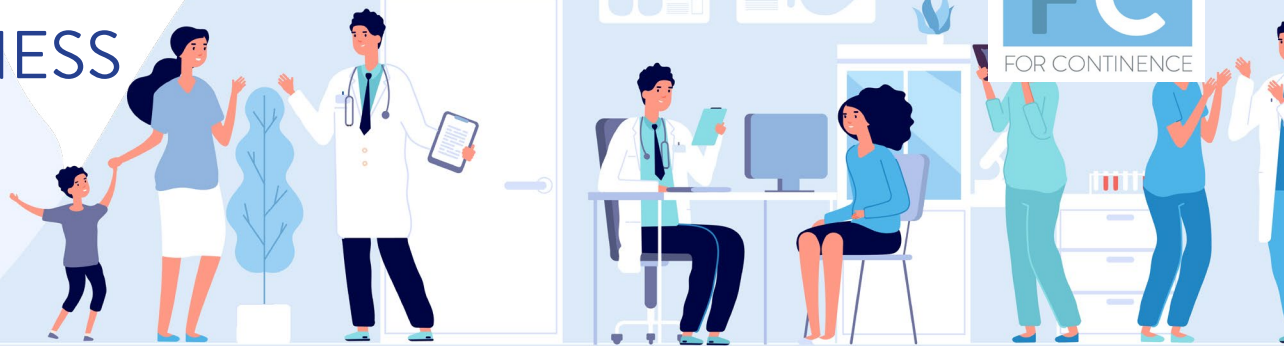
While we encourage you to match your postings to this schedule to amplify the messaging, there's no obligation to do so. What's most important is that we spread the word that there's no reason anyone should suffer needlessly, so if you prefer to post messages that fit your patient profile and your practice, feel free to do so.

Regardless of how you move forward, don't forget that we can format everything you see on the following pages for the platforms that you prefer, so if you'd like any of these posts to be resized for X, Pinterest or, well, you name it, just let us know.

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HEALTHCARE PROVIDERS' SOCIAL MEDIA RESOURCES

DOZENS OF POSTS, ALL READY TO GO

The following images are just a small portion of the full set of images included with this kit, and the sample text is yours to use, as well - though your own, personalized messages may be even better!

BEHAVIOR MODIFICATIONS



SAMPLE TEXT 1: Untreated incontinence conditions can get worse over time. Fortunately, even at home, you may be able to treat your own symptoms! Our office can provide you easy-to-follow instructions and guide you through techniques you can perform that could make a real difference in your condition. Call today to schedule your appointment.

SAMPLE TEXT 2: Can you guess what the very first line of treatment for most people with incontinence is? It's not medication or surgery - it's simple changes to your behaviors. A few modest adjustments to your diet and a couple of easy-to-do exercises can make a world of difference. Don't be surprised if you see significant reduction in when you leak and how much you leak. Call us today and we'll help you get started on a program you can do on your own, and if it turns out you need support beyond that, we're here for you then, too.

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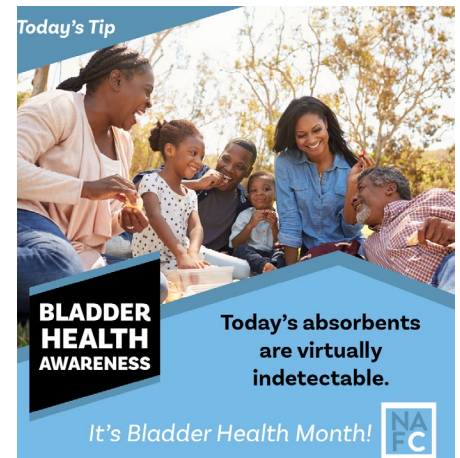
BLADDER HEALTH

AWARENESS MONTH



HEALTHCARE PROVIDERS' SOCIAL MEDIA RESOURCES

PRODUCTS TO MANAGE INCONTINENCE



SAMPLE TEXT 1: If you've been managing your incontinence with feminine pads, you've probably found them to be less effective and more expensive than you'd like. We have some good news for you: There's a whole world of absorbent products that are designed specifically for adult incontinence, with protection for every level of leakage. Better still, there are designs that are incredibly comfortable and virtually unnoticeable. Contact our office today and we'll walk you through all the choices and help you find one that's right for you.

SAMPLE TEXT 2: What do you think of when you think of adult absorbent products? Do you imagine uncomfortable, crinkly, plasticity diapers that never seem to fit right and make you feel self-conscious? It's time to take a new look. Today's absorbent products are remarkably comfortable, virtually unnoticeable, and incredibly effective, no matter what your level of leakage is. Contact our office today and we'll help you find a product that fits your budget, your symptoms and your lifestyle.

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BLADDER HEALTH

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HEALTHCARE PROVIDERS' SOCIAL MEDIA RESOURCES

ALL ABOUT CATHETERS



SAMPLE TEXT 1: If the word ‘catheter’ strikes fear into your heart, you’re not alone. But a lot of the stories you may have heard simply aren’t true anymore: Today’s catheters can be comfortable, easy to use and incredibly effective. Don’t let a little apprehension keep you from a therapy that can give you back the freedom and confidence you used to have.

SAMPLE TEXT 2: Catheters can be intimidating, but they don’t have to be. In fact, the catheters available today are far more comfortable and easy to use than you’d ever imagine, and they can be a real godsend for so many people living with incontinence. Reach out to us today and we’ll help you find a product that makes work for you - without discomfort or embarrassment.

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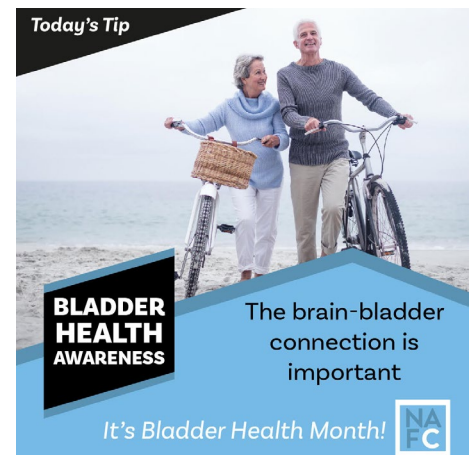
BLADDER HEALTH

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HEALTHCARE PROVIDERS' SOCIAL MEDIA RESOURCES

ADVANCED THERAPIES



SAMPLE TEXT 1: Did you know that for many people, their incontinence is caused or worsened by the way their brain and bladder communicate? Fortunately, there's a therapy that has made a difference for hundreds of thousands of patients for more than 20 years. It's a type of gentle nerve stimulation that improves the way your brain and bladder work together, and the results can be remarkable. Reach out to us today to learn more about how a simple, in-office procedure can help you stay dry.

SAMPLE TEXT 2: If you've tried changing your diet, doing Kegels and taking medications for your incontinence without any real success, we have something exciting to tell you: There's an advanced form of therapy that has delivered real relief to hundreds of thousands of people for more than 20 years. It's a simple in-office procedure that uses a tiny implanted device to improve the communication between your brain and bladder, and many people have found complete relief from their leakage. Give us a call today and we'll help you learn if you're a candidate for the procedure and put you on a path towards a leak-free life.

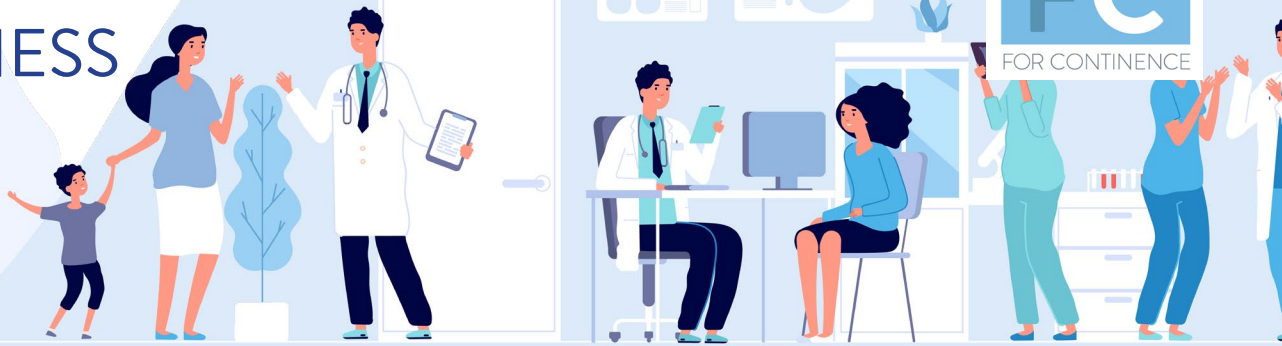
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HEALTHCARE PROVIDERS' SOCIAL MEDIA RESOURCES

MEDICATIONS FOR INCONTINENCE



SAMPLE TEXT 1: Incontinence isn't just a fact of life - it's a medical condition. And like most other medical conditions, there are medications that could help you find the relief you deserve. Call our office for an appointment today - we make it easy to talk about incontinence without embarrassment or judgment, and that's the most important step to get yourself the relief you deserve.

SAMPLE TEXT 2: Sometimes, changing your diet and doing pelvic floor exercises isn't enough to control your incontinence. If that sounds familiar, medication may be the missing piece of your treatment puzzle. Give our office a call today and we'll help you develop a treatment path that meets your needs.

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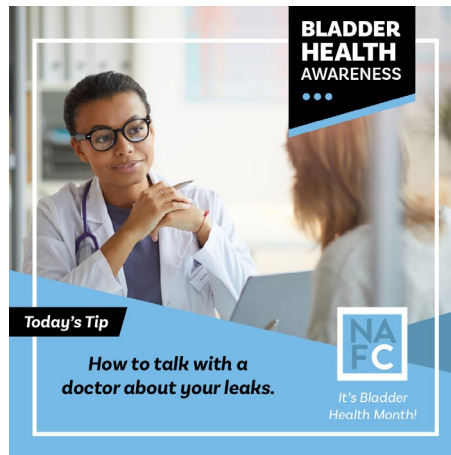
BLADDER HEALTH

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HEALTHCARE PROVIDERS' SOCIAL MEDIA RESOURCES

HINTS AND TIPS FOR DRIER DAYS



SAMPLE TEXT 1: You know what's harder than talking about incontinence? Living with it! The good news is that there's no reason why anyone should have to suffer with wetness. Real, proven treatments are available no matter how mild or severe your symptoms are. Contact us today and we'll get you on the road to drier days.

SAMPLE TEXT 2: Incontinence is NOT something that "just happens" as you get older. It's a real, treatable medical condition, and it's never too late to get the help you deserve. Call us today and let us help you live a life without leaks.

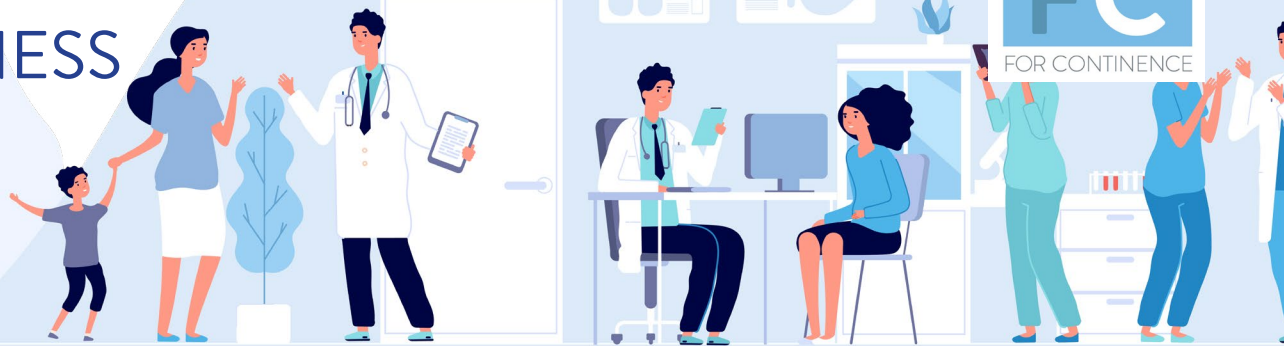
SAMPLE TEXT 3: You know what you have if you only have mild, occasional leakage? Incontinence. Your condition doesn't have to be severe for it to be a problem, and it doesn't have to be extreme for it to be treatable. Give us a call today and we'll help you find drier days ahead.

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HEALTHCARE PROVIDERS' SOCIAL MEDIA RESOURCES

SOCIAL MEDIA BEST PRACTICES

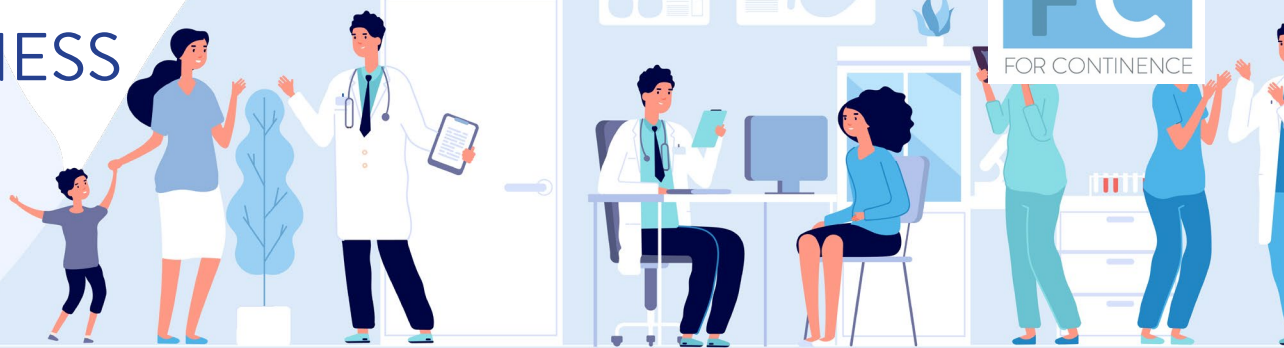
With all you have going on, posting to social media may not rank very high on your to-do list - but it's not something you want to ignore. Today's social media can be a valuable way to build your practice's brand, create a connection with your audience and communicate important health information.

That's why we've put together these simple guidelines. As you develop your social media strategy, these can help improve your messaging and make the effort all the more worthwhile:

- **Dedicate Resources** - This kit is intended to streamline and simplify the social media process so you can get your messages up in no time at all. Still, messages don't post themselves, so if you have someone in your office who's social-savvy, provide these materials to them and let them handle the technical side of things. Just remember to make sure to approve everything before it goes out so you can be confident that it meets your standards.
- **Frequency** - We recommend posting at a minimum of once a week, though more frequent posting can help you get seen more readily.
- **Consistency** - Once you start, don't stop! Maintaining a regular, ongoing posting schedule from week to week 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.

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HEALTHCARE PROVIDERS' SOCIAL MEDIA RESOURCES

- **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. Here are some suggestions - feel free to use others that are specific to the particular posts you create, but no matter what you choose, try putting in anywhere from 7 to 12 of them per post:

#bladderhealth #bladdercontrol #bladderleakage #bladderleaks #leakage
#oab #overactivebladder #incontinence #womenshealth #menshealth #urology
#gynecology #bladderhealthawareness #bladderhealthawarenessmonth

- **Images** - In addition to making use of the posts we've provided here, it's a good idea 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 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 particularly 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](#).