

Sample Social Media Messages for WATCHMAN™ Left Atrial Appendage Closure Implant – Awareness Months

Below are ideas for Tweets and Facebook messages that you can use to promote WATCHMAN at your facility in conjunction with national awareness months/weeks. Keep in mind:

- For added engagement with your followers, you can include a hashtag related to the awareness month you are referencing on Twitter and Facebook (i.e., #heartmonth for National Heart Health Month in February).
- You can create a shortened web link – also known as a bit.ly – by copying and pasting the web address of your desired page destination into <https://bitly.com/>. It will produce a shorter web link that you’re able to track.

Sample Tweets

Did you know in the U.S. someone has a stroke every 40 seconds and someone dies from a stroke every four minutes? #[insert awareness month appropriate hashtag]

~5M Americans are affected by atrial fibrillation-an irregular heartbeat that feels like a quivering heart. #[insert awareness month appropriate hashtag]

Ahead of [awareness month/week/day], [facility name] is helping educate patients about [insert disease state] and treatment options. #[insert awareness month appropriate hashtag]

The #WATCHMAN Implant highlights our commitment to bringing meaningful innovations to patients with non-valvular AFib #[insert awareness month appropriate hashtag]

We now offer patients with non-valvular AF an alternative to long-term warfarin medication with the #WATCHMAN Implant #[insert awareness month appropriate hashtag]

We’re proud of our partnership w/ @bostonsci to offer #WATCHMAN Implant #[insert awareness month appropriate hashtag]

Sample Facebook Posts

This [awareness month/week/day] we want you to know that [facility] is one of the first hospitals in [city/region/state] to implant the WATCHMAN Left Atrial Appendage Closure device in patients with non-valvular atrial fibrillation. Learn more about this treatment option <http://bit.ly/1Pe8dXV>. #[insert awareness month appropriate hashtag]

An estimated five million Americans are affected by atrial fibrillation (AF) - an irregular heartbeat that feels like a quivering heart. Patients with AF have a five-fold increased risk of stroke due to blood stagnating from the improperly beating atrium and the resulting blood clot formation. [Facility] is the first hospital in [city/region/state] to offer a new stroke risk reduction option for high-risk patients with non-valvular AF seeking an alternative to long-term warfarin therapy. Learn more: <http://bit.ly/1Pe8dXV> #[insert awareness month appropriate hashtag]

Did you know in the U.S. someone has a stroke every 40 seconds and someone dies from a stroke every four minutes? Shockingly, 80 percent of strokes are preventable, and further education could save thousands of lives every year. We are proud to offer our patients a new option for stroke risk reduction – the WATCHMAN Left Atrial Appendage Closure Implant – a first-of-its-kind alternative to long-term warfarin therapy for stroke risk reduction in patients with non-valvular atrial fibrillation. Learn more: <http://bit.ly/1Pe8dXV> #[insert awareness month appropriate hashtag]