

Table of Contents

[TEMPLATE SOCIAL POSTS: First to Offer WATCHMAN in your area](#)

- Use this set of templated social posts to raise awareness for your institution if you are one of the first to offer the WATCHMAN™ Left Atrial Appendage Closure (LAAC) Device in your area.

[TEMPLATE SOCIAL POSTS: Milestone implant announcement](#)

- These templated social posts should be used if your hospital would like to promote a milestone implant number of the WATCHMAN device at your facility.

[TEMPLATE SOCIAL POSTS: Disease Awareness Month/Week/Day](#)

- Use this set of template social posts if you'd like to promote the availability of the WATCHMAN device at your facility in conjunction with a national/international disease awareness month/week/day.

[TEMPLATE SOCIAL POSTS: Device Awareness and Education](#)

- Use these social media posts to educate your audience about the WATCHMAN device and procedure. These posts can be used at any time throughout the year.

Template Social Posts: First to Offer WATCHMAN in your area

Below are ideas for Tweets and Facebook posts that you can use to announce the first implant at your facility. Keep in mind:

- For added engagement, consider including a photo and a website link. Examples include a photo of the physician who performed the first implant or a photo of the patient, infographics, videos, etc. *[Make sure to obtain appropriate permissions to publish the images.]*
- 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.
- If you have a WATCHMAN or LAAC webpage on your website, consider including a link to that page within all your social posts on the topic. You can also link to third-party, heart health/AFib websites or www.watchman.com to direct people to learn more.
- We recommend using the below tweets in sequence to engage the audience and tell the WATCHMAN story.

Sample Tweets (and suggested sequencing)

Proud to offer the WATCHMAN™ Left Atrial Appendage Closure Implant – the only FDA-approved implant proven to reduce stroke risk in people w/AFib not caused by a heart valve problem that’s been implanted in 50,000+ patients worldwide. [bit.ly link to facility press release if issued]
~5M Americans are affected by atrial fibrillation or AFib – an irregular heartbeat that feels like a quivering heart. Learn more about AFib https://bit.ly/2GO3i7C and contact us for treatment options now available
#DYK: Patients with AFib (irregular heartbeat) are 5x more likely to have a stroke; AFib-related strokes are more frequently fatal and disabling. Learn more https://bit.ly/2GO3i7C
Dr. [name] implanted our 1st WATCHMAN™ Left Atrial Appendage Closure Device for the treatment of non-valvular atrial fibrillation. [bit.ly link to facility press release if issued]
IF YOU ARE FIRST IN REGION TO IMPLANT: We’re first in [city/region/state] with a new alternative to long-term warfarin therapy for reducing stroke risk in patients with non-valvular atrial fibrillation. Learn more about the device https://bit.ly/2GO3i7C

Sample Facebook Posts

[Facility] is one of the first hospitals in [city/region/state] to implant the WATCHMAN™ Left Atrial Appendage Closure Implant in patients with non-valvular atrial fibrillation. Learn more: [link to facility press release if issued]
An estimated five million Americans are affected by atrial fibrillation (AFib) - an irregular heartbeat that feels like a quivering heart. Patients with AFib 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: <https://bit.ly/2GO3i7C>

Dr. [name] implanted our 1st WATCHMAN™ Left Atrial Appendage Closure Implant for treatment of non-valvular atrial fibrillation. [bit.ly link to facility press release if issued] To learn more about this treatment alternative, visit <https://bit.ly/2GO3i7C>

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 be one of the first in our [city/region/state] 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: <https://bit.ly/2GO3i7C>

Template Social Posts: Milestone implant announcement

Below are ideas for Tweets and Facebook messages that you can use to promote WATCHMAN at your facility in conjunction with an implant milestone for your institution. Keep in mind:

- For added engagement with your followers, could include a photo of the physician who performed the milestone implant or a photo of a patient you are profiling with any of the messages. *[Make sure to obtain appropriate permissions to publish the images.]*
- 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.
- If you have a WATCHMAN or LAAC webpage on your website, consider including a link to that page within all your social posts on the topic. You can also link to third-party, heart health/AFib websites or www.watchman.com to direct people to learn more.

Sample Tweets

This [INSERT TIMING], a patient was implanted with the [MILESTONE #] WATCHMAN™ Left Atrial Appendage Closure Implant at our hospital. Proud to offer this device to our #AFib patients! Learn more https://bit.ly/2GO3i7C
~5M Americans are affected by atrial fibrillation or AFib – an irregular heartbeat that feels like a quivering heart. Learn more about treatment options now available https://bit.ly/2GO3i7C
We’ve implanted [MILESTONE #] #WATCHMAN devices in patients with non-valvular AF patients at our hospital. Learn more about this device alternative to long-term warfarin medication which has been implanted in more than 50,000 patients worldwide. https://bit.ly/2GO3i7C
We’re proud of our partnership w/ @bostonsci to offer our patients with non-valvular AFib the #WATCHMAN Implant – now implanted in more than 50,000 patients worldwide! Learn more https://bit.ly/2GO3i7C

Sample Facebook Posts

This [INSERT TIMING], a patient was implanted with the [MILESTONE #] WATCHMAN™ Left Atrial Appendage Closure Implant at our hospital. The device, which is the only FDA-approved implant proven to reduce stroke risk in people with atrial fibrillation not caused by a heart valve problem, has been implanted in more than 50,000 patients worldwide. Learn more https://bit.ly/2GO3i7C
An estimated five million Americans are affected by atrial fibrillation (AFib) – an irregular heartbeat that feels like a quivering heart. Patients with AFib have a five-fold increased risk of stroke due to blood stagnating from the improperly beating atrium and the resulting blood clot formation.
This [INSERT TIMING], a patient was implanted with the [MILESTONE #] WATCHMAN™ Left Atrial Appendage Closure Implant at our hospital. The WATCHMAN implant is a stroke risk reduction option for high-risk patients with non-valvular AFib seeking an alternative to long-term warfarin therapy that has been implanted in more than 50,000 patients worldwide. Learn more: https://bit.ly/2GO3i7C

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 an option for stroke risk reduction that has been implanted in more than 50,000 patients worldwide – 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 at <https://bit.ly/2GO3i7C>

Template Social Posts: Disease Awareness Month/Week/Day

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).
- Consider including a photo and a website link. Examples include a photo of the physician who performed the first implant or a photo of the patient, infographics, videos, etc. *[Make sure to obtain appropriate permissions to publish the images.]*
- 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.
- If you have a WATCHMAN or LAAC webpage on your website, consider including a link to that page within all your social posts on the topic. You can also link to third-party, heart health/AFib websites or www.watchman.com to direct people to learn more.

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 of AFib – 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 now available. #[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 AFib 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 the #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 https://bit.ly/2GO3i7C . #[insert awareness month appropriate hashtag]
An estimated five million Americans are affected by atrial fibrillation (AFib) – an irregular heartbeat that feels like a quivering heart. Patients with AFib 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 AFib seeking an alternative to long-term warfarin therapy. Learn more:

<https://bit.ly/2GO3i7C> #[insert awareness month appropriate hashtag]

Did you know that 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 that’s been implanted in more than 50,000 patients worldwide. Learn more: <https://bit.ly/2GO3i7C> #[insert awareness month appropriate hashtag]

Template Social Posts: General Device Awareness and Education

Below are ideas for Tweets and Facebook posts that you can use to educate your audience about the WATCHMAN device and procedure. Keep in mind:

- For added engagement, consider including a photo and a website link. Examples include a photo of the physician who performed the first implant or a photo of the patient, infographics, videos, etc. *[Make sure to obtain appropriate permissions to publish the images.]*
- 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.
- If you have a WATCHMAN or LAAC webpage on your website, consider including a link to that page within all social posts on the topic. You can also link to third-party, heart health/AFib websites or www.watchman.com to direct people to learn more.

Sample Tweets

<p>If you have trouble tolerating long-term use of blood thinners for non-valvular atrial fibrillation, the WATCHMAN™ Left Atrial Appendage Closure might be an option for you. [link to your hospital webpage with information about WATCHMAN/LAAC, or https://bit.ly/2GO3i7C]</p>
<p>There’s an alternative to warfarin for non-valvular AFib patients. A one-time WATCHMAN™ Left Atrial Appendage Closure Implant might be an option for you. Learn more about the device & procedure: [link to your hospital webpage with information about WATCHMAN/LAAC, or https://bit.ly/2GO3i7C]</p>
<p>Some people need an alternative to blood thinners for non-valvular atrial fibrillation. The WATCHMAN™ Left Atrial Appendage Closure Implant could be an option. [link to your hospital webpage with information about WATCHMAN/LAAC, or https://bit.ly/2GO3i7C]</p>
<p>Do you or a loved one need an alternative to blood thinners for non-valvular atrial fibrillation? Learn about the WATCHMAN™ Left Atrial Appendage Closure device. Your physician at (hospital name) can discuss more. [link to your hospital webpage with information about WATCHMAN/LAAC, or https://bit.ly/2GO3i7C]</p>
<p>Blood thinners may not be the only option for AFib stroke risk. Learn about a new left atrial appendage closure implant could be an option for you. [link to your hospital webpage with information about WATCHMAN/LAAC, or https://bit.ly/2GO3i7C]</p>
<p>The WATCHMAN™ Left Atrial Appendage Closure device has been implanted in more than 50,000 patients worldwide! Learn more about the device for patients with non-valvular atrial fibrillation: [link to your hospital webpage with information about WATCHMAN/LAAC, or https://bit.ly/2GO3i7C]</p>

Sample Facebook Posts

<p>If you or a loved one need an alternative to blood thinners for non-valvular atrial fibrillation, a one-time procedure to implant the WATCHMAN™ Left Atrial Appendage Closure (LAAC) device may reduce stroke</p>
--

risk for a life time. Learn about the implant and discuss with your cardiologist. [[link to your hospital webpage with information about WATCHMAN/LAAC, or https://bit.ly/2GO3i7C](#)]

Did you know, in people with AFib not caused by a heart valve problem, more than 90% of stroke-causing clots that come from the heart are formed in the Left Atrial Appendage (LAA). A new Implant called the WATCHMAN™ Left Atrial Appendage Closure (LAAC) Implant is designed to permanently close the LAA, thus reducing the risk of stroke. Learn more about the device and procedure: [[link to your hospital webpage with information about WATCHMAN/LAAC, or https://bit.ly/2GO3i7C](#)]

An estimated five million Americans are affected by atrial fibrillation (AFib) – 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. A one-time procedure with the WATCHMAN™ Left Atrial Appendage Closure (LAAC) Implant can help reduce the risk of stroke for many patients. Learn more about the device and procedure: [[link to your hospital webpage with information about WATCHMAN/LAAC, or https://bit.ly/2GO3i7C](#)]

###