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

Template Social Posts: First to Offer WATCHMAN FLX 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 FLX 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 FLX story.

Sample Tweets (and suggested sequencing)

Proud to offer the WATCHMAN FLX™ Left Atrial Appendage Closure Device – proven to reduce stroke risk in people w/AFib not caused by a heart valve problem, and built on the most studied and implanted LAAC device in the world. [bit.ly link to facility press release if issued]
~7M Americans are affected by atrial fibrillation or AFib – an irregular heartbeat that can feel 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
Twice daily blood thinners could mean taking up to 10,000 pills over a lifetime to reduce stroke risk. Learn more about our one-time implant to reduce stroke risk without long-term blood thinners. https://bit.ly/2GO3i7C
Dr. [name] implanted our 1st WATCHMAN FLX™ Left Atrial Appendage Closure Device for the reduction of stroke risk associated with 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] to implant the WATCHMAN FLX™ LAAC Device, an alternative to long-term blood thinning medications designed to reduce stroke risk in patients with non-valvular atrial fibrillation. Learn more at https://bit.ly/2GO3i7C

Sample Facebook Posts

[Facility] is one of the first hospitals in [city/region/state] to implant the WATCHMAN FLX™ Left Atrial Appendage Closure Implant in patients with non-valvular atrial fibrillation. Learn more: [link to facility press release if issued]

An estimated seven 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 clots that can form in an area of heart called the left atrial appendage and travel to the brain. [Facility] is the first hospital in [city/region/state] to offer the WATCHMAN FLX™ Left Atrial Appendage Closure Implant. This stroke risk reduction technology for patients with non-valvular AF seeking an alternative to long-term blood thinning medications is designed to help treat more patients safely and effectively to ensure the best long-term outcomes. Learn more: <https://bit.ly/2GO3i7C>

Dr. [name] implanted our 1st WATCHMAN FLX™ Left Atrial Appendage Closure Implant designed to reduce stroke risk in patients with 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 the WATCHMAN FLX™ Left Atrial Appendage Closure Implant – a device alternative to long-term blood thinning medication proven to reduce stroke risk 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 the WATCHMAN FLX device 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 FLX 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 FLX™ Left Atrial Appendage Closure Device at our hospital. Proud to offer this #1 doctor recommended LAAC therapy to our patients with non-valvular #AFib! Learn more <https://bit.ly/2GO3i7C>

~7M Americans are affected by atrial fibrillation or AFib – an irregular heartbeat that can feel like a quivering heart. Learn more about treatment options now available <https://bit.ly/2GO3i7C>

We've implanted [MILESTONE #] #WATCHMANFLX devices in patients with non-valvular AFib at our hospital. Learn more about this one-time alternative to long-term blood thinners, built upon the most studied and implanted LAAC device worldwide. <https://bit.ly/2GO3i7C>

We're proud of our partnership w/ @bostonsci to offer our patients with non-valvular AFib the #WATCHMANFLX Implant to reduce their risk of stroke! Learn more <https://bit.ly/2GO3i7C>

Sample Facebook Posts

This [INSERT TIMING], a patient was implanted with the [MILESTONE #] WATCHMAN FLX™ Left Atrial Appendage Closure Implant at our hospital. This latest-generation device is proven to reduce stroke risk in people with atrial fibrillation not caused by a heart valve problem. Its technology is built upon the most studied and implanted LAAC device in the world, which has been used to treat more than 200,000 patients worldwide. Learn more <https://bit.ly/2GO3i7C>

An estimated seven million Americans are affected by atrial fibrillation (AFib) – an irregular heartbeat that can feel like a quivering heart. Patients with AFib have a five-fold increased risk of stroke due to blood clots that can form in an area of heart called the left atrial appendage and travel to the brain.

This [INSERT TIMING], a patient was implanted with the [MILESTONE #] WATCHMAN FLX™ Left Atrial Appendage Closure Implant at our hospital. The WATCHMAN FLX implant is a stroke risk reduction option for patients with non-valvular AFib seeking an alternative to long-term blood thinning medications and is built upon the most studied and implanted LAAC device in the world. 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 the WATCHMAN FLX™ Left Atrial Appendage Closure Implant – an alternative to long-term blood thinning medications for stroke risk reduction in patients with non-valvular atrial fibrillation. This #1 doctor recommended LAAC device is built on the most studied and implanted LAAC device in the world and has a new design to help treat more patients safely and effectively to ensure the best long-term outcomes. 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 the WATCHMAN FLX device 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 FLX 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]
~7M Americans are affected by atrial fibrillation of AFib – an irregular heartbeat that can feel 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 #WATCHMANFLX 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 blood thinning medications with the latest-generation #WATCHMANFLX Implant #[insert awareness month appropriate hashtag]
We’re proud of our partnership w/ @bostonsci to offer the #WATCHMANFLX 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 FLX™ Left Atrial Appendage Closure Device in patients with non-valvular atrial fibrillation. Learn more about this #1 doctor recommended treatment option https://bit.ly/2GO3i7C . #[insert awareness month appropriate hashtag]
An estimated seven million Americans are affected by atrial fibrillation (AFib) – an irregular heartbeat that can feel like a quivering heart. Patients with AFib have a five-fold increased risk of stroke due to blood clots that can form in an area of heart called the left atrial appendage and travel to the brain.

[Facility] is the first hospital in [city/region/state] to offer a latest-generation stroke risk reduction option for high-risk patients with non-valvular AFib seeking an alternative to long-term blood thinning medications. 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 the WATCHMAN FLX™ Left Atrial Appendage Closure Implant – an alternative to long-term blood thinning medications that is proven to reduce stroke risk in patients with non-valvular atrial fibrillation. This #1 doctor recommended device is built on the most studied and implanted LAAC device in the world and has a new design to help treat more patients safely and effectively to ensure the best long-term outcomes. 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 FLX 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 FLX 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

If you have trouble tolerating long-term use of blood thinners for non-valvular atrial fibrillation, the WATCHMAN FLX™ Left Atrial Appendage Closure Implant might be an option for you. [\[link to your hospital webpage with information about WATCHMAN FLX/LAAC, or https://bit.ly/2GO3i7C\]](#)

There's an alternative to blood thinners for non-valvular AFib patients. A one-time WATCHMAN FLX™ Left Atrial Appendage Closure Implant might be an option for you. Learn more about the implant [\[link to your hospital webpage with information about WATCHMAN FLX/LAAC, or https://bit.ly/2GO3i7C\]](#)

Some people need an alternative to blood thinners for non-valvular atrial fibrillation. The WATCHMAN FLX™ Left Atrial Appendage Closure Implant could be an option. [\[link to your hospital webpage with information about WATCHMAN FLX/LAAC, or https://bit.ly/2GO3i7C\]](#)

Did you know the WATCHMAN FLX™ Left Atrial Appendage Closure Device is the most implanted device in the U.S. for stroke risk reduction? Learn about this therapy for patients with non-valvular AFib who need an alternative to blood thinners. <https://bit.ly/2GO3i7C>

Do you or a loved one need an alternative to blood thinners for non-valvular atrial fibrillation? Learn about the WATCHMAN FLX™ Left Atrial Appendage Closure Implant. Your physician at (hospital name) can discuss more. [[link to your hospital webpage with information about WATCHMAN FLX/LAAC, or https://bit.ly/2GO3i7C](#)]

Blood thinners may not be the only option for AFib stroke risk. Learn about a left atrial appendage closure implant that could be an option for you. [[link to your hospital webpage with information about WATCHMAN FLX/LAAC, or https://bit.ly/2GO3i7C](#)]

The WATCHMAN FLX™ Left Atrial Appendage Closure device is built upon the most studied and implanted LAAC device in the world! 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](#)]

Sample Facebook Posts

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 FLX™ Left Atrial Appendage Closure (LAAC) Device may reduce stroke risk for a lifetime. Learn about the implant and discuss with your cardiologist. [[link to your hospital webpage with information about WATCHMAN FLX/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). An implant called the WATCHMAN FLX™ Left Atrial Appendage Closure (LAAC) Device is designed to permanently close the LAA, thus reducing the risk of stroke. Learn more about the implant and procedure: [[link to your hospital webpage with information about WATCHMAN FLX/LAAC, or https://bit.ly/2GO3i7C](#)]

An estimated seven million Americans are affected by atrial fibrillation (AFib) – an irregular heartbeat that can feel like a quivering heart. Patients with AFib have a five-fold increased risk of stroke due to blood clots that can form in an area of heart called the left atrial appendage and travel to the brain. A one-time procedure with the WATCHMAN FLX™ Left Atrial Appendage Closure (LAAC) Implant can help reduce the risk of stroke for many patients. Learn more about the implant and procedure: [[link to your hospital webpage with information about WATCHMAN FLX/LAAC, or https://bit.ly/2GO3i7C](#)]

Twice daily blood thinners could mean taking up to 10,000 pills over a lifetime to reduce stroke risk over a lifetime. The WATCHMAN FLX™ Left Atrial Appendage Closure (LAAC) Device is a one-time

procedure to reduce stroke risk for those who need an alternative to long-term blood thinners. [[link to your hospital webpage with information about WATCHMAN FLX/LAAC, or https://bit.ly/2GO3i7C](#)]

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