



HEAR WELL. STAY VITAL.

SOCIAL MEDIA TOOLKIT

BETTER HEARING MONTH: SOCIAL MEDIA CAMPAIGN

We hope you will join us during May to recognize Better Hearing Month, to raise awareness of the importance of hearing health and wellness, and increase the number of individuals who make hearing checks a part of their annual wellness routine. Participating organizations are asked to share the following posts on May 1 and May 15, part of a coordinated social media push designed to maximize the reach and impact of this campaign.

[DOWNLOAD COMPLETE HEAR WELL. STAY VITAL. SOCIAL MEDIA TOOLKIT.](#)

MAY 1 POST



Share with :30 second PSA video.

[Download PSA Video](#)

Facebook:

Good hearing affects our overall health and wellness. Be proactive during Better Hearing Month in May. Check your hearing with an audiologist, hearing specialist or ENT as part of your annual wellness check. Learn more at www.hearwellstayvital.org.

Twitter:

Good hearing affects our overall health and wellness. Be proactive during #BetterHearingMonth in May. #CheckYourHearing with an audiologist, hearing specialist or ENT as part of your annual wellness check. Learn more at www.hearwellstayvital.org. #HearWellStayVital #BHSM

MAY 15 POST



Share with :30 second PSA video or choice of :15 second character video.

[Download PSA Video](#)

[Download Character Clip](#)

Facebook:

Hear Well. Stay Vital. Hearing loss affects 1 in 8 people in the U.S. Maintaining hearing health helps keep us vital so we can enjoy the things we love most. Check your hearing wellness every year. Learn more at www.hearwellstayvital.org. #BetterHearingMonth #BHSM

Twitter:

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