

## Sample Social Media Posts

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### SAMPLE FACEBOOK TEASER/EDUCATIONAL POSTS

#### Teaser Posts (suggest posting 1 per day for the first week):

1. What affects over 50% of men over age 60?
2. Frequent urination, especially at night, is a common symptom of this condition.
3. If left untreated, this condition may lead to urinary tract infections, inability to urinate and kidney problems.
4. Feeling of incomplete bladder emptying is another symptom of this condition.
5. What medical term of this condition is abbreviated to BPH?
6. When his nightly trips to the bathroom keep YOU up at night, he may be suffering from this condition?

#### Educational Posts (suggest including a link to webpage or online health risk assessment, depending on call-to-action in marketing campaign):

1. If you are still wondering, we are talking about an enlarged prostate or benign prostatic hyperplasia (BPH). This is a common prostate problem in men.
2. Symptoms of enlarged prostate may include:
  - Frequent urination, especially at night
  - Weak or slow urinary stream
  - Feeling of incomplete bladder emptying
  - Difficulty starting urination
  - Dripping and leaking

Suffering from any of these symptoms? Learn more about an enlarged prostate and find out if an enlarged prostate may be the cause by attending our community education event on [DATE] **-OR-** by completing our prostate health risk online assessment.

3. If left untreated, an enlarged prostate may lead to
  - Bladder stones
  - Bladder or urinary tract infections
  - Kidney problems
  - Inability to urinate
4. Treatments for an enlarged prostate may include medication, surgery and laser therapy. All are available at [HOSPITAL OR PRACTICE NAME].
5. Learn more about an enlarged prostate and treatment options by attending our community education event on [DATE] **-OR-** by completing our prostate health risk online assessment.

### SAMPLE TWITTER POSTS

1. Has the bathroom become your new man cave? You may have an enlarged prostate.

2. Keep a flashlight by your bed for nightly trips to the bathroom? Frequent urination at night could be a sign of an enlarged prostate.
3. Enlarged prostate symptoms affect 50% of men over the age of 60. Are you one of them?
4. Untreated, enlarged prostate can lead to urinary tract infections, inability to urinate and kidney problems.
5. Treatment options for enlarged prostate may include medication, surgery and laser therapy.
6. Symptoms of enlarged prostate include frequent urination, weak stream and incomplete bladder emptying. See the full list here: [link to webpage]
7. Sharing his sleepless nights? Frequent urination at night is a common and frustrating symptom of enlarged prostate. We may have a solution.
8. Is his enlarged prostate becoming your nightly problem? Frequent urination at night is a common symptom. But we can help put it to rest.

#### **SAMPLE BLOG POST TOPICS:**

1. General informational article on enlarge prostate and its symptoms, causes and treatments and when to see a doctor.
2. Interview with a hospital or practice urologist.
3. Awareness of online HRA.
4. Awareness of educational event.
5. Recap of educational event – include pictures, presentation, handouts, etc.

*REMINDER: All claims, posts, and statements need to be accurate, truthful, not misleading and appropriately substantiated. Any benefits need to be balanced with risk information. All adverse events or complaints need to be reported.*