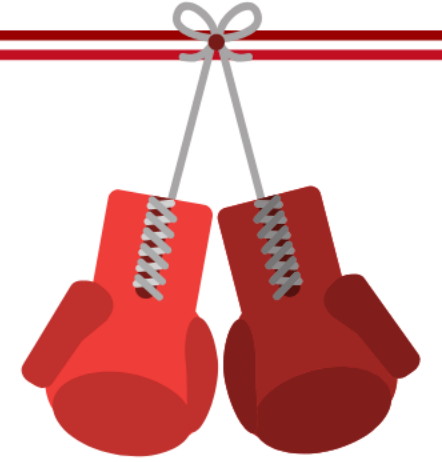




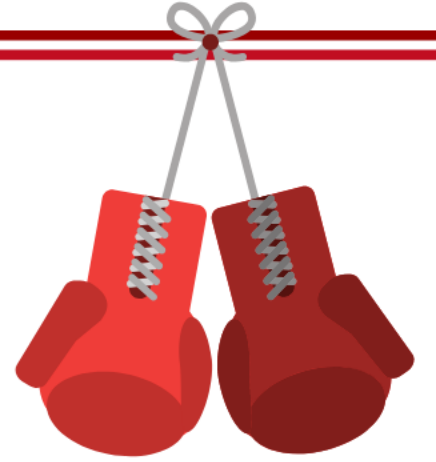
American
Heart
Association.



HEART FAILURE SOCIAL MEDIA CAMPAIGN

Cherie' Boxberger MS, MBA, CPHQ
Regional Vice President- Quality & Systems
Improvement
AR-CO-OK-NM-TX-WY

- **Financial Disclosure: American Heart Association Employee**
- **Acknowledgement: Content and Social Media Campaign provided by Rebecca Buerkle- Director of Communications**

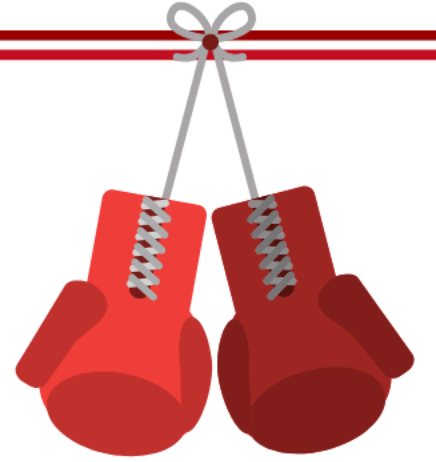


What is it?

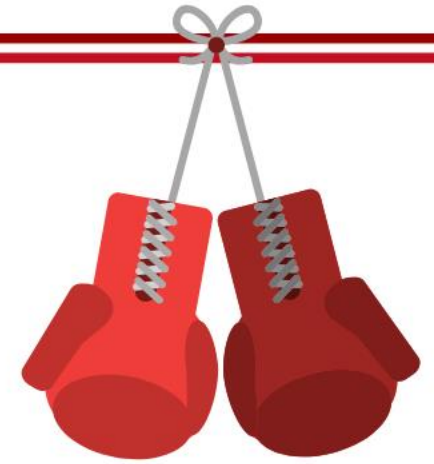
An 8-week social media campaign designed to help educate patients, caregivers and the general public about heart failure (HF). The campaign will also provide resources that will provide information on how to prevent, treat and live with heart failure.

Topics include:

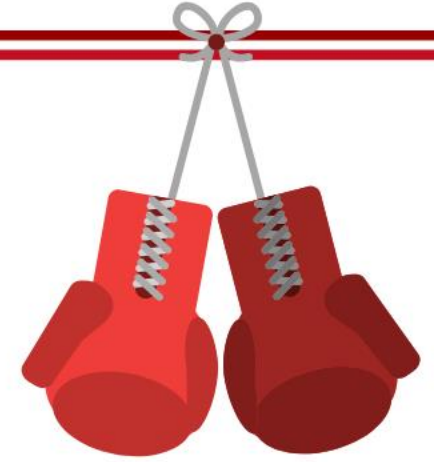
- What is heart failure?
- Signs & Symptoms
- High Blood Pressure and Heart Failure
- Low Sodium Dining
- Lifestyle changes for HF patients
- Medications for heart failure
- Caring for the caregiver
- The face of Rising above Heart Failure
(local survivor features)



Post image examples



Post example



 **American Heart Association - Arkansas** ✓
Published by Sprinklr [?] · October 2 at 8:29 AM · 🌐

You might be getting more sodium than you need, even if you never pick up the salt shaker. That's because more than 70 percent of the sodium we eat comes from packaged and restaurant foods. Patients living with heart failure need to check labels and menu information. Learn more by clicking here: <http://spr.ly/61821D6hu> #heartfailure



HEART.ORG
How to Reduce Sodium
You might be getting more sodium than you need, even if you never pick u...

Posts will look similar to this, driving people to websites and using #heartfailure

What's my role?

Step 1: Follow us on social media



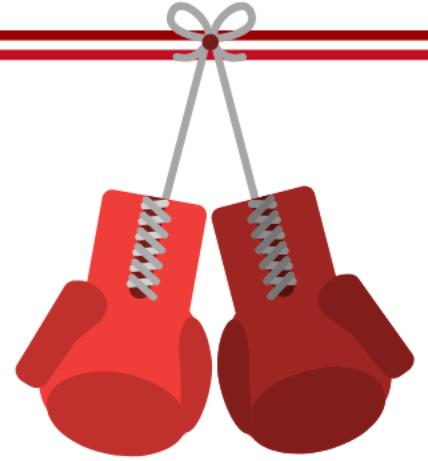
@AHAArkansas



@AHALittleRock



@AHAArkansas



What's my role?

Step 2: Share on your account

Step 3: Tell your hospital marketing team so they can join the conversation

