

**SOCIAL MEDIA  
TOOLKIT**

**#CHECKYOUR  
HEARING**

**HEARWELLSTAYVITAL.ORG**



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### CONTENTS

<b>ABOUT THE CAMPAIGN .....</b>	<b>2</b>
<b>SAMPLE SOCIAL MEDIA MESSAGES .....</b>	<b>4</b>
<b>BETTER HEARING MONTH CAMPAIGN .....</b>	<b>17</b>
<b>PAID ADVERTISING SPECIFICATIONS</b>	
FACEBOOK .....	18
INSTAGRAM .....	19

HEAR WELL. STAY VITAL. IS SPONSORED BY THE HEARING INDUSTRIES ASSOCIATION.

PARTNERS INCLUDE: HEARING LOSS ASSOCIATION OF AMERICA, INTERNATIONAL HEARING SOCIETY, AMERICAN ACADEMY OF AUDIOLOGY, AND THE ACADEMY OF DOCTORS OF AUDIOLOGY.



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### HEARING WELLNESS AFFECTS OVERALL WELLNESS

**OUR GOAL:** Proactively encourage people, starting with baby boomers, to get their hearing checked and incorporate a hearing wellness check into their annual series of wellness checks—vision, dental, mammogram, etc. The goal is to change behavior, over time, so that a hearing wellness check becomes as routine as other annual check-ups. By getting out in front of hearing loss before severe loss occurs, we hope to elevate the conversation to managing overall health and wellness and retaining vitality.

### HEAR WELL. STAY VITAL.

We all have passions that inspire us, hobbies and interests that energize and make us feel like our true selves. **Singing. Tennis. Dancing. Motorcycling. Yoga. Pottery. Hiking. Gardening. Traveling. Socializing.** This concept is designed to capture those passions and help people understand that to stay vital and preserve their passion, they need to manage their hearing health. So, get a hearing wellness check annually and stay true to yourself.

Our goal is to encourage people to check their hearing annually by visiting a hearing professional. We want to plant the seed so that when they are scheduling their annual checks for vision, dental, mammogram, or any other health checks, they will proactively schedule a hearing check as well.

This social media toolkit provides images and content for social media posts. All assets are available for worldwide use on any social media channels. Content provided in this toolkit has been written to coordinate with the graphics on the posts. Partners are encouraged to add their logo to the marketing materials, as well.

We recommend linking the post to your site with a call to action to learn more or schedule a hearing evaluation, and use the hashtag **#CheckYourHearing** and **#HearWellStayVital**. You may also link your posts to the official campaign website, at [HearWellStayVital.org](http://HearWellStayVital.org). Encourage sharing, engagement and action.

These assets may also be used for a paid social media ad campaign. At the end of this toolkit, you will find specifications for a paid campaign on Facebook and Instagram. Text will need to be adjusted based on specifications for each platform and the type of paid advertising you've purchased. Please refer to Facebook for the latest on their specifications. For other platforms, like LinkedIn, Pinterest, Twitter and more, refer to those respective platforms for ad specs.

*If you need assistance or guidance on a paid advertising campaign, please contact Lindsay Robinson at [lrobinson@hearing.org](mailto:lrobinson@hearing.org).*



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### CREATING YOUR SOCIAL MEDIA CAMPAIGN

We suggest creating a campaign by choosing a series of posts that complement your current social media efforts, launching on Feb. 25, 2019, in advance of World Hearing Day on March 3, and continuing through Better Hearing and Speech Month in May. This campaign is designed to be highly informational about hearing, hearing loss, how to prevent hearing loss and protect hearing, with compelling and shareable facts and stories. Helpful health information is found to be more engaging and shareable than other content or content solely about your organization. Choose the frequency of your posting schedule. We recommend posting 2-4 times per week throughout the duration of the campaign, as it fits within your current content calendar. Your marketing and communications teams likely have a plan already in place, and these assets and content are to complement their current efforts.

### WHAT CONTENT IS AVAILABLE FOR THIS CAMPAIGN?

We've created a series of posts that are a mix of infographics, videos and statistics on hearing loss, ideas for how to mitigate loss at an earlier age, and stories that coordinate with the video produced as part of this campaign. You'll discover education, facts and inspiration. [DOWNLOAD CAMPAIGN MARKETING RESOURCES.](#)

#### IMAGE FORMAT:

The posts are based on the Facebook platform, but we've provided you with original files and assets, so images can be adjusted, cropped or reconfigured for all social media channels.

#### VIDEO FORMAT:

We've provided video with supers for Facebook and Instagram (70 percent of videos on Instagram are played with no volume) in the current formats for both channels. The longest length of the video is :60, which is acceptable on all social media platforms except Instagram stories. Currently, Instagram stories only accept :15 videos, which are also available.

**Questions?** Please contact Kate Carr, President, Hearing Industries Association, at [kcarr@hearing.org](mailto:kcarr@hearing.org); or Lindsay Robinson, Executive Assistant, Hearing Industries Association, at [lrobinson@hearing.org](mailto:lrobinson@hearing.org).



# HEAR WELL. STAY VITAL.

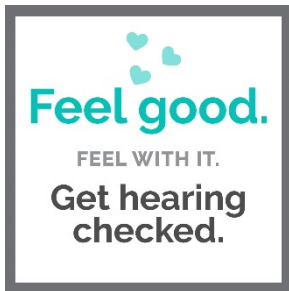
## SOCIAL MEDIA TOOLKIT

### SAMPLE SOCIAL MEDIA MESSAGES

The following posts and graphics may be used at any time throughout the campaign, and in any order. We have recommended three posts to choose from for the first day of the campaign, on Feb. 25, as well as posts we encourage you to share on World Hearing Day, March 3.

[DOWNLOAD HIGH-RESOLUTION GRAPHICS](#)

#### POST 1



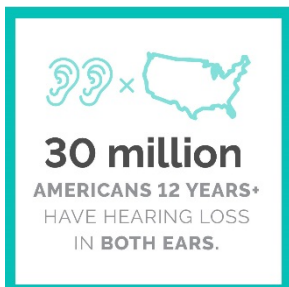
**Facebook:**

Good hearing health affects emotional and physical health. Hearing loss is linked to increased risk of dementia, depression, isolation and falls. Be proactive. Check your hearing wellness every year. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

**Twitter:**

Good hearing health affects emotional and physical health. Hearing loss is linked to increased risk of dementia, depression, isolation and falls. Be proactive. #CheckYourHearing wellness every year: [HearWellStayVital.org](http://HearWellStayVital.org)

#### POST 2



**Facebook:**

1 in 8 people in the United States (13%, or 30 million) aged 12 years or older has hearing loss in both ears, based on standard hearing examinations. Hearing loss is linked to isolation and a greater risk of dementia, depression, isolation and falls. Hear well, stay vital. Check your hearing wellness every year. Source: [nidcd.nih.gov](http://nidcd.nih.gov)

**Twitter:**

1 in 8 people in the U.S. aged 12+ has hearing loss in both ears, based on standard hearing examinations. Hearing loss is linked to isolation and a greater risk of dementia, depression and falls. #HearWellStayVital and #CheckYourHearing every year: [HearWellStayVital.org](http://HearWellStayVital.org)



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### POST 3

**Facebook:**

Frequently asking others to speak more slowly, clearly and loudly or needing to turn up the volume of the television or music is a symptom of hearing loss. Hearing loss is linked to isolation and a greater risk of dementia, depression and falls. Hear well, stay vital. Check your hearing wellness every year. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

**Twitter:**

Frequently asking others to speak more slowly, clearly and loudly or needing to turn up the volume is a symptom of hearing loss – linked to a greater risk of dementia, depression and falls. [#HearWellStayVital](https://twitter.com/HearWellStayVital) and [#CheckYourHearing](https://twitter.com/CheckYourHearing) wellness every year: [HearWellStayVital.org](http://HearWellStayVital.org)

### POST 4



*\*World Hearing Day, March 3*

[Download PSA Video](#)

**Facebook:**

Hearing loss does not discriminate. It can occur at any time to anyone. To stay engaged, stay vital, maintain physical and emotional health, get a hearing evaluation with an audiologist, hearing specialist or ENT as part of your annual wellness checks.

**Facebook:**

Today is World Hearing Day. Unless action is taken, by 2030 there will be nearly 630 million people worldwide with disabling hearing loss; by 2050, the number could rise to more than 900 million. Be proactive. Check your hearing wellness every year. Source: WHO

**Twitter:**

Hearing loss does not discriminate. It can occur at any time to anyone. To stay engaged and stay vital, get a hearing evaluation with an audiologist, hearing specialist or ENT as part of your annual wellness checks. [#CheckYourHearing](https://twitter.com/CheckYourHearing) [#WorldHearingDay](https://twitter.com/WorldHearingDay)

**Twitter:**

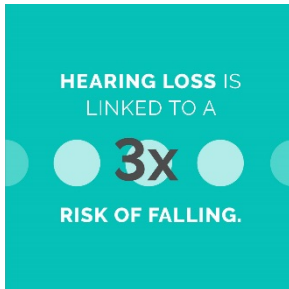
Unless action is taken, by 2030 there will be nearly 630 million people worldwide with disabling hearing loss; by 2050, the number could rise to more than 900 million. Be proactive. [#CheckYourHearing](https://twitter.com/CheckYourHearing) wellness every year. [#WorldHearingDay](https://twitter.com/WorldHearingDay)



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### POST 5

**Facebook:**

In studies with 40-69-year-olds, hearing loss was significantly associated with falls. Hear well, stay vital, and keep doing what you love. Check your hearing wellness every year.

**Facebook:**

With hearing loss, there is increased risk of declining cognitive function and decreased attentional resources for balance and spatial awareness. These decreases affect postural balance in real-world situations and increase the risk of falling. Check your hearing wellness every year.

**Twitter:**

In studies with 40-69-year-olds, hearing loss was significantly associated with falls. #HearWellStayVital, and keep doing what you love. #CheckYourHearing wellness every year. Learn more: [HearWellStayVital.org](http://HearWellStayVital.org)

**Twitter:**

With hearing loss, there is increased risk of declining cognitive function and decreased attentional resources for balance and spatial awareness, which increases the risk of falling. #CheckYourHearing wellness every year.

### POST 6



[Download PSA Video](#)

**Facebook:**

Maintaining hearing health helps keep us vital so we can enjoy the things we love most. Check your hearing wellness every year. Plan a visit to an audiologist, hearing specialist or ENT today.

**Twitter:**

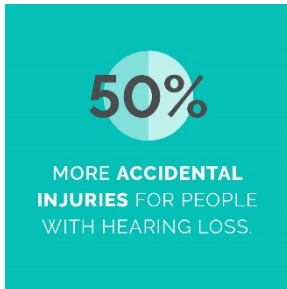
Maintaining hearing health helps keep us vital so we can enjoy the things we love most. #CheckYourHearing wellness every year. Plan a visit to an audiologist, hearing specialist or ENT today.



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### POST 7

**Facebook:**

Accidental injuries are up to 50% more likely for people with hearing loss.\* In studies with 40-69-year-olds, hearing loss was significantly associated with falls. Hear well, stay vital, and keep doing what you love. Check your hearing wellness every year. Source: JAMA Otolaryngology-Head & Neck Surgery

**Twitter:**

Accidental injuries are up to 50% more likely for people with hearing loss and, in studies with 40-69-year-olds, hearing loss was significantly associated with falls. #HearWellStayVital and keep doing what you love. #CheckYourHearing wellness every year. [HearWellStayVital.org](http://HearWellStayVital.org)

### POST 8

**Facebook:**

Hearing loss can occur at any time, at any age for a number of reasons. Hearing loss is linked to an increased risk of dementia, depression, isolation and falls. Stay sharp, stay vital and keep doing what you love. Be proactive. Check your hearing wellness every year.

**Facebook:**

Genetics and exposure to prolonged loud noise can cause hearing loss at any age. Don't disengage from friends, family, and the things you love. Be proactive and check your hearing as part of your wellness routine. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

**Twitter:**

Hearing loss can occur at any time, at any age for a number of reasons, and is linked increased risk of dementia, depression, isolation and falls. Stay sharp, stay vital and keep doing what you love. Be proactive. #CheckYourHearing wellness every year.

**Twitter:**

Genetics and exposure to prolonged loud noise can cause hearing loss at any age. Don't disengage from friends, family, and the things you love. #HearWellStayVital and #CheckYourHearing as part of your wellness routine. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).





# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### POST 9



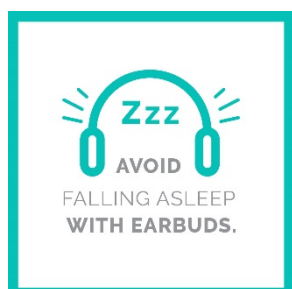
#### Facebook:

According to the Journal of Pediatrics, 12.5% of kids between the ages of 6 and 19 have hearing loss as a result of listening to loud music, particularly through earbuds at unsafe volumes. Earbuds deliver sound directly into the ear canal without any sound buffering in between. Check your hearing wellness every year.

#### Twitter:

According to the Journal of Pediatrics, 12.5% of kids ages 6-19 have hearing loss as a result of listening to loud music, particularly through earbuds that deliver sound directly into the ear canal without any sound buffering in between. #CheckYourHearing wellness every year.

### POST 10



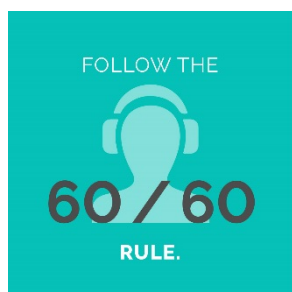
#### Facebook:

Try not to fall asleep while listening to music through earbuds. Follow the 60/60 rule. No more than 60 minutes of listening to music through earbuds at no higher than 60% of maximum volume. Excessive exposure to loud sound affects hearing. Be proactive. Check your hearing wellness every year.

#### Twitter:

Remember the 60/60 rule: no more than 60 minutes of listening to music through earbuds at no higher than 60% of maximum volume. Excessive exposure to loud sound affects hearing. Be proactive. #CheckYourHearing wellness every year.

### POST 11



#### Facebook:

Music may speak when words cannot, but don't let music silence the rest of your world. Protect your hearing by listening through earbuds for no more than 60 minutes at 60% of maximum volume or less. To stay engaged with what you love, remember to check your hearing wellness every year.

#### Twitter:

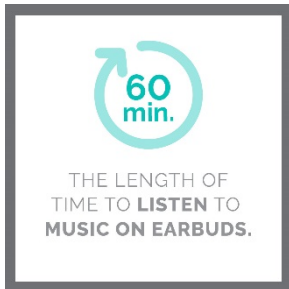
Music may speak when words cannot, but don't let music silence the rest of your world. Protect your hearing by listening through earbuds for no more than 60 minutes, at 60% max volume or less. To stay engaged with what you love, #CheckYourHearing wellness every year.



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### POST 12

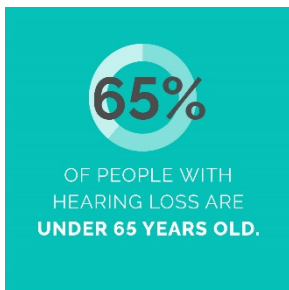
**Facebook:**

Did you know? Earbuds deliver sound directly into the ear canal without any sound buffering in between. Avoid excessive exposure by using high-quality earbuds or headphones with output limitation, or at only 60% of maximum volume. Be proactive. Check your hearing wellness every year.

**Twitter:**

Earbuds deliver sound directly into the ear canal without any sound buffering in between. Avoid excessive exposure by using high-quality earbuds or headphones with output limitation, or at only 60% of maximum volume. Be proactive. #CheckYourHearing wellness every year.

### POST 13

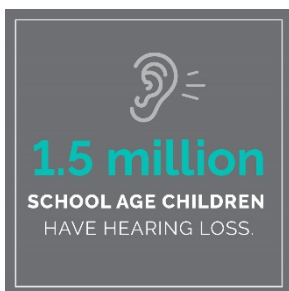
**Facebook:**

Noise, genetics, birth defects, infections, aging, medical treatments. Hearing loss does not discriminate. Hear well, stay vital, and keep doing what you love. Check your hearing wellness every year.

**Twitter:**

Noise, genetics, birth defects, infections, aging, medical treatments. Hearing loss does not discriminate. Hear well, stay vital, and keep doing what you love. #CheckYourHearing wellness every year.

### POST 14

**Facebook:**

There are 6 million people in the United States ages 18-44 with hearing loss, and around 1.5 million are school age. Hearing loss does not discriminate. Protect yourself from loud noises. Check your hearing wellness every year.

**Twitter:**

There are 6 million people in the U.S. ages 18-44 with hearing loss, and around 1.5 million are school age. Hearing loss does not discriminate. Protect yourself from loud noises. #CheckYourHearing wellness every year.



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### POST 15

**Facebook:**

Hearing wellness affects overall wellness. Hearing loss is linked to isolation and a greater risk of dementia, depression and falls. To stay vital and engaged, check your hearing wellness every year. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

**Twitter:**

Hearing wellness affects overall wellness. Hearing loss is linked to isolation and a greater risk of dementia, depression and falls. To stay vital and engaged, #CheckYourHearing wellness every year. Learn more: [HearWellStayVital.org](http://HearWellStayVital.org)

### POST 16

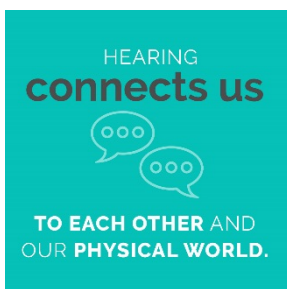
**Facebook:**

Early treatment with hearing aids enriches quality of life and restores human connection. Hearing loss is linked to isolation and a greater risk of dementia, depression and falls. Stay vital, stay engaged. Check your hearing wellness every year.

**Twitter:**

Early treatment with hearing aids enriches quality of life and restores human connection. Hearing loss is linked to isolation and a greater risk of dementia, depression and falls. Stay vital, stay engaged. #CheckYourHearing wellness every year.

### POST 17

**Facebook:**

Research shows that healthy hearing helps reduce falls, maintains our balance, and keeps us engaged in social activities and conversation. Be proactive and stay fully engaged with your family and friends. Check your hearing wellness every year.

**Twitter:**

Research shows that healthy hearing helps reduce falls, maintains our balance, and keeps us engaged in social activities and conversation. Be proactive and stay fully engaged with your family and friends. #CheckYourHearing wellness every year.



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### POST 18

PORTABLE DEVICES AT  
**MAX VOLUME**  
(105 DB) ARE LOUDER  
THAN A **LAWN MOWER**



#### Facebook:

Sounds above 85 dB can be harmful, and excessive noise exposure contributes to hearing loss. Protect delicate inner-ear hair cells against excessive noise by wearing protective noise-cancelling headphones or earplugs. Be proactive. Check your hearing wellness every year.

#### Twitter:

Sounds above 85 dB can be harmful, and excessive noise exposure contributes to hearing loss. Protect delicate inner-ear hair cells against excessive noise by wearing protective noise-cancelling headphones or earplugs. Be proactive. #CheckYourHearing wellness every year.

### POST 19

OLDER ADULTS  
WITH **HEARING LOSS**



ARE MORE LIKELY TO  
**DEVELOP DEMENTIA.**

#### Facebook:

Hearing loss shifts cognitive load: the brain steals energy for memory and thinking to compensate for hearing loss. Stay sharp, stay vital and keep doing what you love. Be proactive. Check your hearing wellness every year.

#### Facebook:

Hearing loss leads to social isolation, a known risk factor for dementia. Stay sharp, stay vital and keep doing what you love. Check your hearing wellness every year.

#### Twitter:

Hearing loss shifts cognitive load: the brain steals energy for memory and thinking to compensate for hearing loss. Stay sharp, stay vital and keep doing what you love. Be proactive. #CheckYourHearing wellness every year.

#### Twitter:

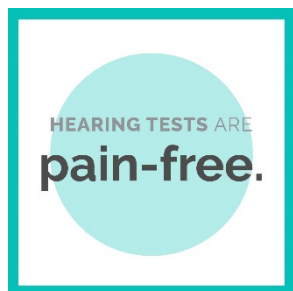
Hearing loss leads to social isolation, a known risk factor for dementia. Stay sharp, stay vital and keep doing what you love. #CheckYourHearing wellness every year.



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### POST 20

**Facebook:**

Annual hearing screenings are quick, easy and don't hurt a bit. Managing your hearing health can help manage your overall health – cognitive function, balance, heart health and more. Be proactive. Check your hearing wellness every year.

**Facebook:**

Hearing care is just as important as other wellness checks, and may be the easiest evaluation in your healthcare routine! Hear well, stay vital, and schedule your annual hearing wellness check today.

**Twitter:**

Annual hearing screenings are quick, easy and don't hurt a bit. Managing your hearing health can help manage your overall health – cognitive function, balance, heart health and more. Be proactive. #CheckYourHearing wellness every year.

**Twitter:**

Hearing care is just as important as other wellness checks, and may be the easiest evaluation in your healthcare routine! #HearWellStayVital and schedule an appointment to #CheckYourHearing today.

### POST 21

**Facebook:**

Include a hearing wellness check with your annual vision, dental and physical checks. Managing overall wellness enriches our life. Be proactive. Check your hearing wellness every year.

**Twitter:**

Include a hearing wellness check with your annual vision, dental and physical checks. Managing overall wellness enriches our life. Be proactive. #CheckYourHearing wellness every year.



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### POST 22

**Facebook:**

Personal safety can be affected by hearing loss. Higher pitches are the first to go. Be sure you can hear smoke alarms and home security alarms. Check your hearing wellness with an audiologist, hearing specialist or ENT today.

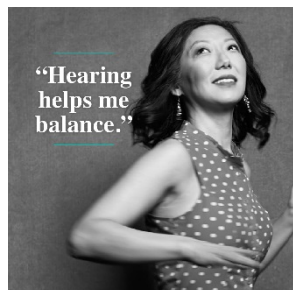
**Twitter:**

Personal safety can be affected by hearing loss. Higher pitches are the first to go. Be sure you can hear smoke alarms and home security alarms. #CheckYourHearing wellness with an audiologist, hearing specialist or ENT today.

*Each of the posts below may be shared with the corresponding quote graphic, or with the corresponding :15 videos featuring each character from the PSA video. Clips are available with or without captioning.*

[DOWNLOAD :15 CHARACTER CLIPS](#)

### POST 23

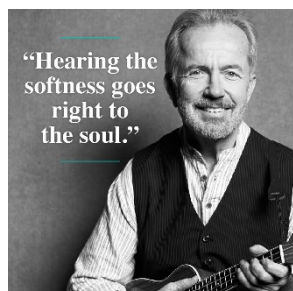
**Facebook:**

Hearing loss is linked to a 3x risk of falling. Good hearing health keeps you on your feet and moving to the beat. Hear well, stay vital, and keep yourself in the groove. Check your hearing wellness every year. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

**Twitter:**

Hearing loss is linked to a 3x risk of falling. Good hearing health keeps you on your feet and moving to the beat. #HearWellStayVital and keep yourself in the groove. #CheckYourHearing wellness every year. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

### POST 24

**Facebook:**

Hear well. Stay vital. 8 out of 10 say hearing aids improve quality of life. Stay engaged and do what you love. Check your hearing wellness every year. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org). Source: Johns Hopkins Medicine

**Twitter:**

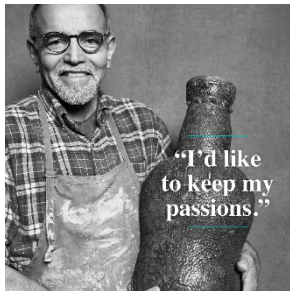
Hear well. Stay vital. 8 out of 10 say hearing aids improve quality of life. Stay engaged and do what you love. #CheckYourHearing wellness every year. Learn more: [HearWellStayVital.org](http://HearWellStayVital.org) #HearWellStayVital



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### POST 25

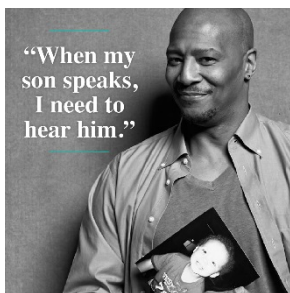
**Facebook:**

"There's nothing like seeing what emerges from the clay." –Al, Sculptor. Stay sharp, stay vital and keep doing what you love. Check your hearing wellness every year. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

**Twitter:**

"There's nothing like seeing what emerges from the clay." –Al, Sculptor. Stay sharp, stay vital and keep doing what you love. #CheckYourHearing wellness every year. Learn more: [HearWellStayVital.org](http://HearWellStayVital.org) #HearWellStayVital

### POST 26

**Facebook:**

"My son has nonverbal autism. Whenever he's ready to speak, I need to hear." Andre, Father. Hearing connects us emotionally and physically to the world and those we love. Be proactive. Check your hearing wellness every year. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org)

**Facebook:**

The most precious ones in our lives depend on our ability to hear them and keep them safe. Check your hearing wellness every year, and stay fully involved with the ones you love. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

**Twitter:**

"My son has nonverbal autism. Whenever he's ready to speak, I need to hear." Andre, Father. Hearing connects us emotionally and physically to the world and those we love. Be proactive. #CheckYourHearing wellness every year. Learn more: [HearWellStayVital.org](http://HearWellStayVital.org) #HearWellStayVital

**Twitter:**

The most precious ones in our lives depend on our ability to hear them and keep them safe. #HearWellStayVital and stay fully involved with the ones you love. #CheckYourHearing wellness every year. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

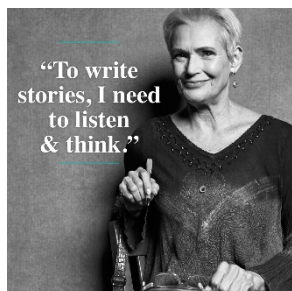




# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### POST 27

**Facebook:**

“To tell stories and write books, I need to listen to stories.” –Cat, Author. Stay sharp, stay vital and keep doing what you love. Check your hearing wellness every year. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

**Facebook:**

Good hearing boosts brain functioning and keeps you engaged in doing what you love. Hear well, stay vital and check your hearing wellness as part of your health routine. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

**Twitter:**

“To tell stories and write books, I need to listen to stories.” –Cat, Author. Stay sharp, stay vital and keep doing what you love. #CheckYourHearing wellness every year. Learn more: [HearWellStayVital.org](http://HearWellStayVital.org) #HearWellStayVital

**Twitter:**

Good hearing boosts brain functioning and keeps you engaged in doing what you love. #HearWellStayVital and #CheckYourHearing wellness as part of your health routine. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

### POST 28

**Facebook:**

“Intense focus and thought goes into maintaining my vitality.” Eric, Martial Arts Enthusiast. Hearing loss is linked to an increased risk of dementia, depression, isolation and falls. Stay sharp, stay vital and keep doing what you love. Be proactive. Check your hearing wellness every year. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

**Facebook:**

Exercise. Create. Grow. Stay fully involved in what brings you joy. Check your hearing wellness every year, and continue doing what you love. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

**Twitter:**

“Intense focus and thought goes into maintaining my vitality.” Eric, Martial Arts Enthusiast. Hearing loss is linked to an increased risk of dementia, depression, isolation and falls. #HearWellStayVital, and keep doing what you love. #CheckYourHearing wellness every year.

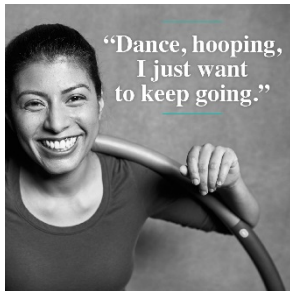




# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### POST 29

**Facebook:**

"I can go and go, and I don't ever imagine stopping." Reyna, Hula Hoop Champ. 1 in 5 American teenagers now suffers from hearing loss in one or both ears. Hearing loss does not discriminate. Stay engaged, stay vital and keep doing what you love. Check your hearing wellness every year. Learn more at [HearWellStayVital.org](http://HearWellStayVital.org).

**Facebook:**

Your skills rely on your ability to hear and respond to cues from music and teammates. Good hearing helps you stay on top of your game every day. Be proactive and check your hearing today. Learn more at [www.HearWellStayVital.org/hearing-tests](http://www.HearWellStayVital.org/hearing-tests).

**Twitter:**

"I can go and go, and I don't ever imagine stopping." Reyna, Hula Hoop Champ. Hearing loss does not discriminate – 1 in 5 U.S. teens suffers from hearing loss in one or both ears. #HearWellStayVital, and keep doing what you love. #CheckYourHearing wellness every year.

**Twitter:**

Your skills rely on your ability to hear and respond to cues from music and teammates. Good hearing helps you stay on top of your game every day. #HearWellStayVital and #CheckYourHearing today. Learn more: [www.HearWellStayVital.org/hearing-tests](http://www.HearWellStayVital.org/hearing-tests)



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### BETTER HEARING MONTH: SOCIAL MEDIA CAMPAIGN

In addition to the posts above, 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.

#### 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](http://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](http://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](http://www.hearwellstayvital.org). #BetterHearingMonth #BHSM

##### Twitter:

#HearWellStayVital. Hearing loss affects 1 in 8 people in the US. Maintaining hearing health helps keep us vital so we can enjoy the things we love most. #CheckYourHearing wellness every year. Learn more at [www.hearwellstayvital.org](http://www.hearwellstayvital.org). #BetterHearingMonth #BHSM



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### PAID ADVERTISING SPECIFICATIONS: FACEBOOK

#### FACEBOOK IMAGE AD

Selecting the Facebook feed placement will allow members of your audience to see your ad within their Facebook feed, on desktop and mobile.

- File type: jpg or png
- Image ratio: 9:16 to 16:9
- Recommended resolution: Upload the highest resolution image available.
- Images that consist of more than 20% text may experience reduced delivery.
- Text: 125 characters (includes spaces)

#### With link

- Image ratio: 1.91:1 to 1:1
- Recommended resolution: at least 1,080 x 1,080px
- Headline: 25 characters (includes spaces)
- Link Description: 30 characters (includes spaces)

#### Technical requirements

- Minimum Image Width in Pixels: 600
- Minimum Image Height in Pixels: 600
- Aspect Ratio Tolerance: 3%

#### FACEBOOK VIDEO AD

Upload the highest resolution source video available without letter or pillar boxing (No black bars). [Most file types are supported](#). However, we recommend H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+.

- Video Ratio: 9:16 to 16:9
- Recommended Resolution: Upload the highest resolution video available that meets file size and ratio limits.
- Video File Size: 4GB Max
- Video Length Minimum: 1 second
- Video Length Maximum: 240 Minutes
- Video Captions: Optional but recommended
- Video Sound: Optional but recommended
- Text: 125 characters (includes spaces)
- Video thumbnail images that consist of more than 20% text may experience reduced delivery.
- Vertical videos (with aspect ratio taller than 2:3) may be masked to 2:3



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### With link

- Headline: 25 characters (includes spaces)
- Link Description: 30 characters (includes spaces)

### FACEBOOK CAROUSEL AD

The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.

- Minimum number of cards: 2
- Maximum number of cards: 10
- Image file type: jpg or png
- Video file type: [Supported file formats](#)
- Video maximum file size: 4GB
- Video length: up to 240 minutes
- Image maximum file size: 30MB
- Recommended resolution: at least 1080 x 1080px
- Recommended ratio: 1:1
- Text: 125 characters (includes spaces)
- Headline: 40 characters (includes spaces)
- Link Description: 20 characters (includes spaces)
- Images that consist of more than 20% text may experience reduced delivery.

### Technical requirements

- Aspect Ratio Tolerance: 3%

## PAID ADVERTISING SPECIFICATIONS: INSTAGRAM

### INSTAGRAM IMAGE AD

Selecting the Instagram feed placement will allow members of your audience to see your ad within their Instagram app feed.

- File type: jpg or png
- Maximum file size: 30MB
- Recommended resolution: Upload the highest resolution image available that meets ratio requirements.
- Text: Two rows of text will display. Ideal length under 125 characters (includes spaces)



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### Technical requirements

- Minimum Image Width in Pixels: 500
- Aspect Ratio Tolerance: 1%
- Lower Minimum Width in Pixels: 500
- Minimum Image Ratio: 4:5
- Maximum Image Ratio: 1.91:1
- Maximum Text Length: 2200
- Maximum Number of Hashtags in Text: 30
- Maximum Number of Cards in the Carousel Ads: 10

### INSTAGRAM VIDEO AD

Upload the highest resolution source video available without letter or pillar boxing (No black bars). [Most file types are supported](#). However, we recommend H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+. [View a chart of the different video requirements across ad placements](#).

- Recommended Resolution: Upload the highest resolution video available that meets file size and ratio limits.
- Video File Size: 4GB Max
- Video Captions: Optional
- Video Length: 1 to 120 seconds
- Text: Two rows of text will display. [Learn more about character limits](#).
- Video thumbnail images that consist of more than 20% text may experience reduced delivery. [Learn more about text in images](#).

### Technical requirements

- Minimum Video Width in Pixels: 500
- Aspect Ratio Tolerance: 1%
- Minimum Video Ratio: 4:5
- Maximum Video Ratio: 1.91:1
- Maximum Video Duration in Seconds: 60
- Maximum Text Length: 2200
- Maximum Number of Hashtags in Text: 30
- Maximum Number of Cards in the Carousel Ads: 10
- Maximum Video Duration in Seconds: 120



# HEAR WELL. STAY VITAL.

## SOCIAL MEDIA TOOLKIT

### INSTAGRAM CAROUSEL AD

The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.

- Minimum number of cards: 2
- Maximum number of cards: 10
- Image file type: jpg or png
- Video file type: [Supported file formats](#)
- Video maximum file size: 4GB
- Video length: up to 60 seconds
- Image maximum file size: 30MB
- Recommended resolution: at least 1080 x 1080px
- Carousel ratio: 1:1
- Text: Two rows of text will display. [Learn more about text in feed.](#)
- Images that consist of more than 20% text may experience reduced delivery.

#### Technical requirements

- Aspect Ratio Tolerance: 1%
- Maximum Text Length: 2200
- Maximum Number of Hashtags in Text: 30
- Maximum Number of Cards in the Carousel Ads: 10