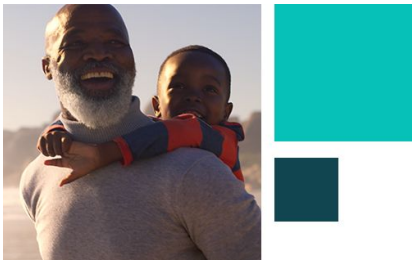


HEAR WELL. STAY VITAL.

SOCIAL MEDIA TOOLKIT



[HEARWELLSTAYVITAL.ORG](https://hearwellstayvital.org)



HEAR WELL. STAY VITAL

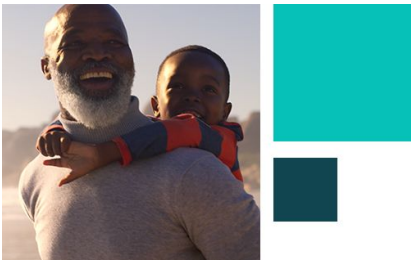
SOCIAL MEDIA TOOLKIT

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

PARTNERS INCLUDE: ACADEMY OF DOCTORS OF AUDIOLOGY, AMERICAN ACADEMY OF AUDIOLOGY, AMERICAN COCHLEAR IMPLANT ALLIANCE, AMERICAN SPEECH-LANGUAGE-HEARING ASSOCIATION, HEARING HEALTH FOUNDATION, HEARING LOSS ASSOCIATION OF AMERICA, AND INTERNATIONAL HEARING SOCIETY.



HEAR WELL. STAY VITAL

SOCIAL MEDIA TOOLKIT

HEARING WELLNESS AFFECTS OVERALL WELLNESS

OUR GOAL: Proactively encourage people 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. The ability to hear connects us to our world in many ways. From treasured contact with friends and family to maximum performance in the workplace to physical safety. Hearing provides deep and important connections that no other sense can replace. Good hearing results in positive health outcomes, increases social engagement, improves communication, and lowers the risk of depression. **Everyone should know the status of their hearing health and how to protect it over their lifetime.** This starts with a hearing check.

Currently, more than one in ten Americans has some form of hearing loss. As the population of older adults increases in the United States, hearing loss will become an area of greater concern. It is one of the most common conditions affecting older adults. Approximately one in three people between the ages of 65 and 74 have hearing loss and nearly half of those older than 75 have difficulty hearing. Yet in a 2019 national survey, 79% of respondents said it had been more than a year since they had their hearing checked and nearly a quarter of respondents reporting that they never had a hearing test.

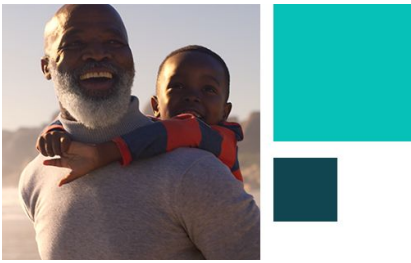
We must reach more people to educate them on the benefits of good hearing health. This campaign provides fact-based assets to accomplish our goals. Today, 90% of adults age 18-29, 69% of adults age 50-64, and 40% of adults over age 65 are active on social media with rates steadily increasing.¹ Social media has become a useful tool for influencing behavioral change and promoting education. This social media toolkit is a vital component of the Hear Well. Stay Vital. campaign. In addition, we will release new Public Service Announcements (PSAs) in May during Better Hearing Month and will continue to urge stations throughout the United States to air them.

The below pages list examples of social media messages, along with images, that promote our goal. The call to action message reminds individuals to schedule a hearing evaluation, directing viewers to the HearWellStayVital.org website, and using the hashtags [#CheckYourHearing](#), [#ProtectYourHearing](#), and/or [#HearWellStayVital](#) in each message. Partners are encouraged to add their logo to the marketing materials. **We request that our members and partners create at least one post per week using our graphics or videos and hashtags.** With a unified voice, our message will gain traction throughout 2020 and hopefully create a noticeable increase in hearing checks.

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.

Questions? Please contact Kate Carr, President, Hearing Industries Association, at kcarr@betterhearing.org; or Lindsay Robinson, Program Coordinator, Hearing Industries Association, at lrobinson@betterhearing.org.

¹ Source: [PEW RESEARCH CENTER](#); Surveys conducted 2005-2019.



HEAR WELL. STAY VITAL

SOCIAL MEDIA TOOLKIT

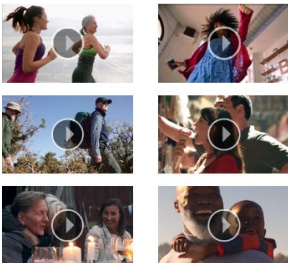
SAMPLE SOCIAL MEDIA MESSAGES

The following posts may be used at any time throughout the campaign, and in any order. We have suggested message pairings below but you may mix and match with videos and graphics in any combination you'd like.

[DOWNLOAD CAMPAIGN VIDEOS, PHOTOS AND GRAPHICS](#)

GENERAL POSTS

POST 1



**Recommend choosing from any of the available PSAs*

Facebook:

At all life stages, communication and good hearing health connect us to each other, our communities, and the world. Don't let hearing loss limit you — early intervention can ensure that people with hearing loss are able to achieve their full potential. Learn more at HearWellStayVital.org.

Facebook:

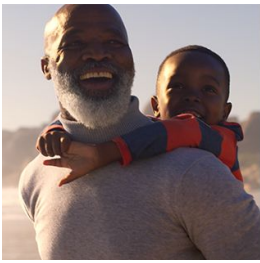
Noise, genetics, birth defects, infections, aging, medical treatments. Hearing loss does not discriminate. Hear well, stay vital, and keep doing what you love. Check your hearing wellness every year.

Twitter:

Good hearing health connects us to each other, our communities, and the world. Don't let hearing loss limit you — early intervention can ensure that people with hearing loss are able to achieve their full potential. [#HearWellStayVital](#) Learn more at HearWellStayVital.org

Twitter:

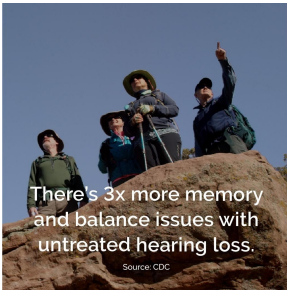
Noise, genetics, birth defects, infections, aging, medical treatments. Hearing loss does not discriminate. Hear well, stay vital, and keep doing what you love. [#CheckYourHearing](#) wellness every year.



HEAR WELL. STAY VITAL

SOCIAL MEDIA TOOLKIT

POST 2



**Alternatively, use PSA*

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.

POST 3



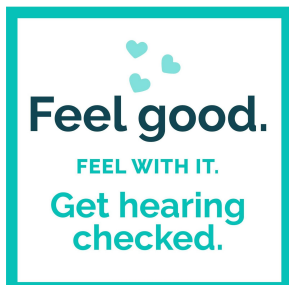
Facebook:

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. (Source: Johns Hopkins Medicine) Learn more at HearWellStayVital.org.

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 #HearWellStayVital

POST 4

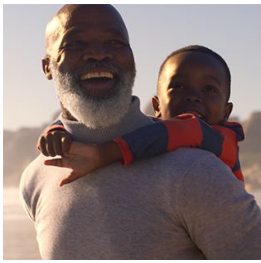


Facebook:

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 5

**Facebook:**

Good hearing health affects emotional and physical health. Research shows that healthy hearing helps reduce falls, maintains our balance, and keeps us engaged in social activities and conversation. Be proactive. Check your hearing wellness every year.

Facebook:

Untreated hearing loss is associated with 46% higher total health care costs over a 10-year period. Stay healthy, vital, and doing what you love. Learn more at HearWellStayVital.org.

Twitter:

Good hearing health affects emotional and physical health. Research shows that healthy hearing helps reduce falls, maintains our balance, and keeps us engaged in social activities and conversation. Be proactive. #CheckYourHearing wellness every year.

Twitter:

The ear is the window to the heart ❤️. Hearing is linked to cardiovascular health and can help us understand our overall well-being. #CheckYourHearing every year. Learn more at HearWellStayVital.org/Hearing-Health.

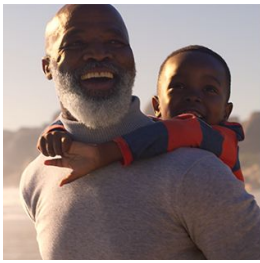
POST 6

**Facebook:**

Hearing checks may be one of the most pain-free and noninvasive health checks you can take. Stay engaged with your health, hobbies, and loved ones. Schedule a hearing check today!

Twitter:

Hearing checks may be one of the most pain-free and noninvasive health checks that you can take. Stay engaged with your health, hobbies, and loved ones. #HearWellStayVital and schedule a hearing check today!



HEAR WELL. STAY VITAL

SOCIAL MEDIA TOOLKIT

DEMENTIA, DEPRESSION & FALLS

POST 7



**Recommend using PSA*

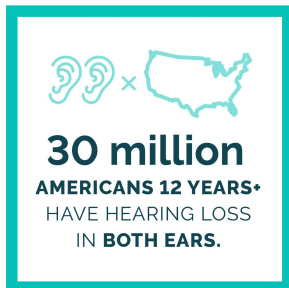
Facebook:

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, keep doing what you love. Be proactive. Check your hearing wellness every year.

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.

POST 8

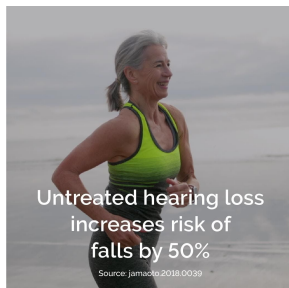
**Facebook:**

1 in 8 people in the United States (30 million) aged 12 years or older has hearing loss in both ears, based on standard hearing examinations. Hear well, stay vital. Check your hearing wellness every year.

Twitter:

1 in 8 people in the U.S. aged 12+ has hearing loss in both ears, based on standard hearing exams. #HearWellStayVital and #CheckYourHearing every year: HearWellStayVital.org

POST 9



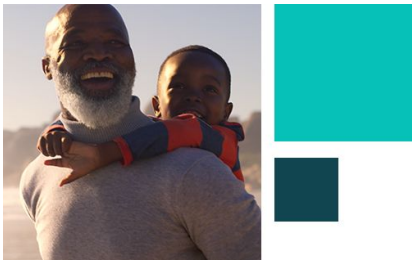
**Alternatively, use PSA*

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.

Twitter:

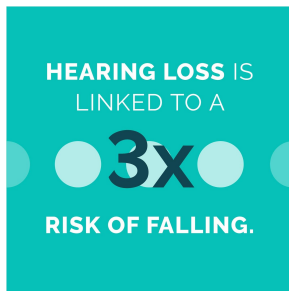
In studies with 40-69-year-olds, hearing loss was significantly associated with falls. #HearWellStayVital, and keep doing what you love. #CheckYourHearing wellness every year. Learn more: HearWellStayVital.org



HEAR WELL. STAY VITAL

SOCIAL MEDIA TOOLKIT

POST 10

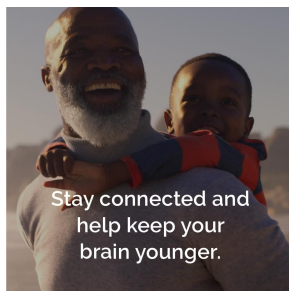
**Facebook:**

Hear well. Stay vital. Hearing loss is linked to a 3x risk of falling. Stay engaged and do what you love. Check your hearing wellness every year. Learn more at HearWellStayVital.org.

Twitter:

Hear well. Stay vital. Hearing loss is linked to a 3x risk of falling. Stay engaged and do what you love. #CheckYourHearing wellness every year. Learn more: HearWellStayVital.org #HearWellStayVital

POST 11

**Facebook:**

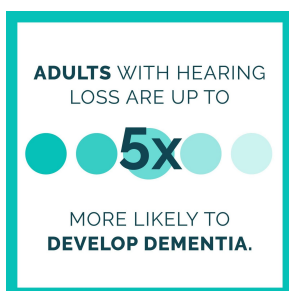
Hearing loss shifts cognitive load: the brain steals energy for memory and thinking to compensate. Stay sharp, stay vital and keep doing what you love. Check your hearing wellness every year.

Twitter:

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

**Alternatively, use PSA*

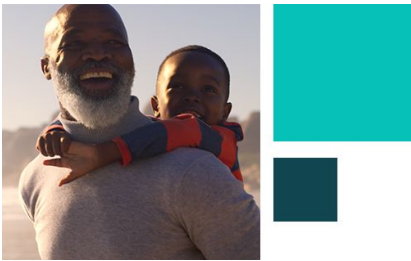
POST 12

**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 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 13

**Facebook:**

Mild hearing loss doubles, moderate hearing loss triples, and severe hearing loss causes a 5X greater risk of dementia. Be educated and protect your hearing. Learn more *about hearing and brain health* at HearWellStayVital.org

Twitter:

Mild hearing loss doubles, moderate hearing loss triples, and severe hearing loss causes a 5X greater risk of dementia. Be educated and #ProtectYourHearing. Learn more at HearWellStayVital.org.

**Alternatively, use PSA*

YOUTH, MUSIC & SOUND

POST 14

**Facebook:**

Hearing loss does not discriminate, it can occur at any time to anyone. In the United States, there are 6 million people ages 18-44 with hearing loss. To stay engaged, stay vital, maintain physical and emotional health, get a hearing evaluation as part of your annual wellness checks.

Twitter:

Hearing loss does not discriminate, it can occur at any time to anyone. In the U.S., there are 6M people ages 18-44 with hearing loss. To stay engaged and stay vital, get a hearing evaluation as part of your annual wellness checks. #HearWellStayVital #CheckYourHearing

POST 15

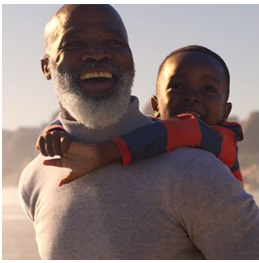
**Facebook:**

Did you know? 1 in 5 American teenagers now has some kind of hearing loss. And these days — as we're plugged in louder and longer — loud noise is the most common cause. Check your hearing wellness every year. Learn more at HearWellStayVital.org.

Twitter:

Did you know? 1 in 5 American teenagers now has some kind of hearing loss — and loud noise is the most common cause. Protect your hearing. #HearWellStayVital Learn more at HearWellStayVital.org

**Recommend using PSA*



HEAR WELL. STAY VITAL

SOCIAL MEDIA TOOLKIT

POST 16

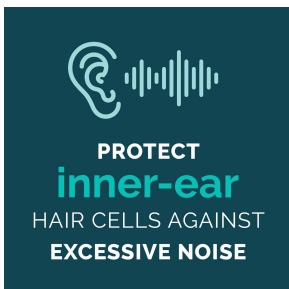
**Facebook:**

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.

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 and #CheckYourHearing wellness every year: HearWellStayVital.org

POST 17

**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.

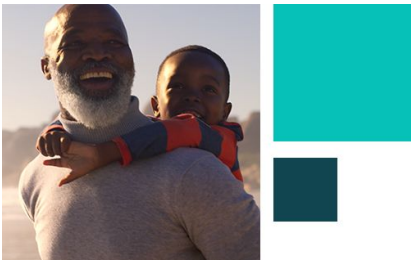
POST 18

**Facebook:**

Did you know? Earbuds deliver sound directly into the ear canal without any sound buffering in between. Remember the 60/60 rule: no more than 60 minutes of listening to music through earbuds at no higher than 60% of maximum volume. Be proactive. Check your hearing wellness every year.

Twitter:

Did you know? Earbuds deliver sound directly into the ear canal without any sound buffering in between. Remember the 60/60 rule: no more than 60 minutes of listening to music through earbuds at no higher than 60% of maximum volume. #CheckYourHearing wellness every year.



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)

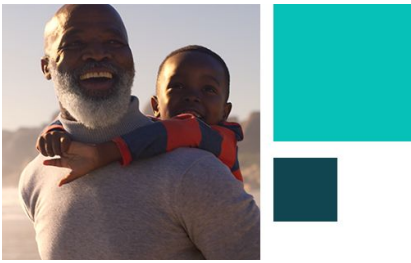
Technical requirements

- 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 highest resolution video available that meets 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

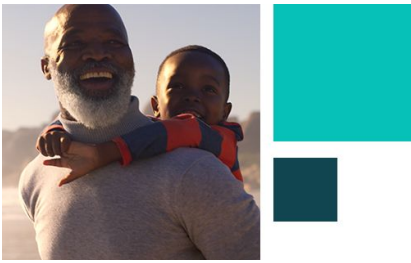
- Aspect Ratio Tolerance: 3%

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

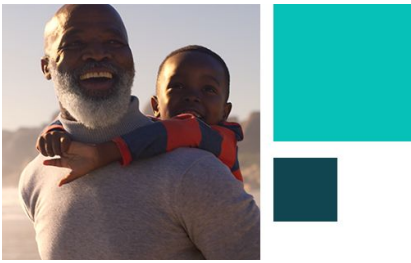
INSTAGRAM VIDEO AD

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