

Hear Well

Partner Digital Toolkit



Hearing.Org

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OUR GOAL

The “Hear Well” campaign aims to raise awareness about hearing health and the value and critical role of hearing professionals. This will be done by correcting misperceptions about hearing loss, hearing care and hearing aids, educating consumers about the value of hearing health and implications of hearing loss, and promoting the value and role of the hearing professional in addressing hearing loss.

The following pages list examples of social media messages, along with educational images. The call to action message encourages people to see a hearing professional, directing viewers to the [Hearing.org](https://hearing.org) website, and using the hashtags [#HearWell](#) and/or [#BetterHearing](#) in each message. Partners are encouraged to add their logo to the marketing materials. We encourage our partners to post at least once per week using the graphics or videos and hashtags. By speaking with a unified voice, we can increase awareness about the importance of hearing health and educate more people about the value of seeing a licensed hearing professional.

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 Twitter, LinkedIn, and more, refer to those respective platforms for ad specs.

QUESTIONS?

Please contact *Lindsay Robinson, Program Coordinator, Hearing Industries Association*, at lrobinson@betterhearing.org.

CAMPAIGN ASSETS

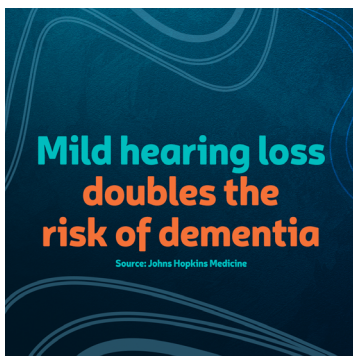
Each month, we will send partners a series of messages to post in unison with other campaign partners, or you may create your own unique post. The following posts and assets may be used at any time throughout the campaign, and in any order. We have suggested message pairings below but you may mix and match with videos and graphics in any combination you'd like. Our full toolkit of assets includes the following and can be found on the website.

DOWNLOAD CAMPAIGN VIDEOS, PHOTOS, GRAPHICS

Download Campaign Assets

- Testimonial Videos
- Organic Social Educational Tiles
- Organic Social Post Tiles/Templates
- Programmatic Ad sets
- Paid Social Static Ads
- Animated Social Ads
- Hear Well Brand Guide
- Postcard
- Print Ads
- Event Banner
- Radio Spot

SOCIAL MESSAGING DOCUMENT GENERAL POSTS



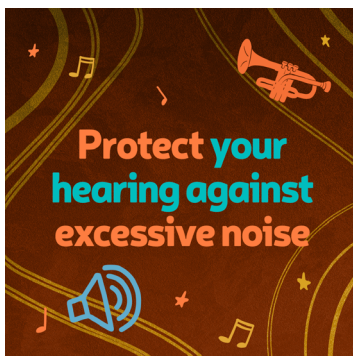
POST 1

Facebook

Did you know hearing loss can increase your risk of dementia? 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 health at <https://www.hearing.org/hearing-health/>

Twitter

Did you know hearing loss can increase your risk of dementia? Mild hearing loss doubles, moderate hearing loss triples, and severe hearing loss causes a 5X greater risk of dementia. Protect your hearing. Learn more at <https://www.hearing.org/hearing-health/>. #HearWell



POST 2

Facebook

Sounds above 85dB (ie. hair dryer or heavy traffic) can be harmful, and excessive noise exposure can cause permanent hearing loss. Noise-induced hearing loss is 100% preventable! Protecting your hearing protects your quality of life.

Twitter

Sounds above 85dB (ie. hair dryer or heavy traffic) can be harmful, and excessive noise exposure can cause permanent hearing loss. Noise-induced hearing loss is 100% preventable! Protecting your hearing protects your quality of life. #HearWell

Hear Well

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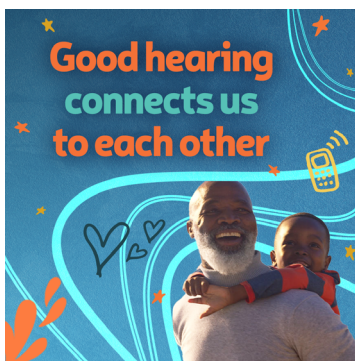
POST 3

Facebook

Communication is the foundation of relationships and being unable to connect with loved ones increases your risk of social isolation and depression. See a hearing professional every year to check your hearing and protect your overall well-being. <https://www.hearing.org/find-a-hearing-professional/>

Twitter

Communication is the foundation of relationships and being unable to connect with loved ones increases your risk of social isolation and depression. See a hearing professional every year to check your hearing and protect your overall well-being. <https://www.hearing.org/find-a-hearing-professional/> #HearWell



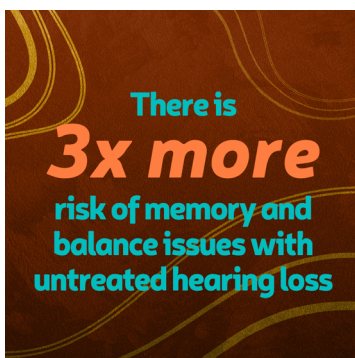
POST 4

Facebook

Healthy hearing is connected to positive benefits on brain functioning and retaining memory. 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. <https://www.hearing.org/hearing-health/>

Twitter

Healthy hearing is connected to positive benefits on brain functioning and retaining memory. Good hearing health connects us to each other, our communities, and the world. #HearWell <https://www.hearing.org/hearing-health/>



POST 5

Facebook

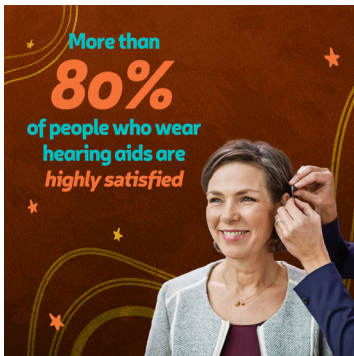
Good hearing has a strong impact on emotional and physical health. Research shows that healthy hearing reduces the risk of falls and can help keep us mentally sharp. Be proactive. See a hearing professional every year. #HearWell

Twitter

Good hearing affects emotional and physical health. Research shows that healthy hearing helps reduce falls and can help keep us engaged mentally sharp. Be proactive. See a hearing professional every year. #HearWell

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POST 6

Facebook

Built with artificial intelligence and state of the art technology, it's no wonder why 8 out of 10 say hearing aids improved their quality of life. #BetterHearing starts by seeing a hearing professional and learning your options.

<https://www.hearing.org/hearing-aids-101/>

Twitter

Hearing aid technology has come a long way. In fact, 83% of those who wear hearing aids report life-changing results. Your hearing success story starts by seeing a hearing professional. #BetterHearing <https://www.hearing.org/hearing-aids-101/>



POST 7

Facebook

Hearing health has a significant impact on overall health. Hearing loss is associated with balance problems, falls, social isolation, loneliness, and cognitive decline. A licensed hearing professional can determine the extent of your hearing loss and the most effective way to treat it. <https://www.hearing.org/about-hearing-professionals/>

Twitter

Hearing health has a significant impact on overall emotional and physical well-being. A licensed hearing professional can help preserve your long-term vitality by keeping you hearing at your best. Schedule an appointment today:

<https://www.hearing.org/about-hearing-professionals/> #HearWell



POST 8

Facebook

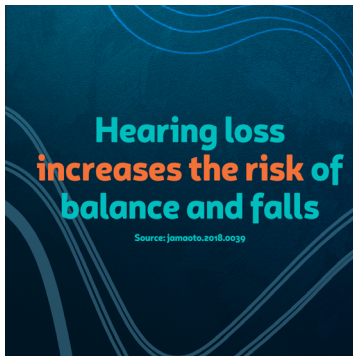
If you are beyond the age of 60, work in a noisy environment, or have frequent exposure to loud noises, an annual hearing check is advised. On average, people wait 4 years to get their hearing checked after noticing a hearing loss. Keep hearing checks as part of your routine health maintenance to remain connected.

<https://www.hearing.org/hearing-test/>

Twitter

If you are beyond the age of 60, work in a noisy environment, or have frequent exposure to loud noises, an annual hearing check is advised. Keep hearing checks as part of your routine health maintenance to remain connected. #HearWell

<https://www.hearing.org/hearing-test/>



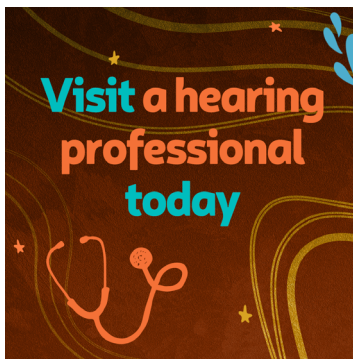
POST 9

Facebook

Hearing loss due to injury, illness, excessive sound, and aging affects our brain health and puts us at an increased risk of balance issues, falls and longer hospital stays. Schedule a consultation with a licensed hearing professional today. <https://www.hearing.org>

Twitter

Studies have associated untreated hearing loss with a risk of falls and hospitalization. Hearing loss due to injury, illness, excessive sound, and aging affects our brain health and long-term security. Schedule a consultation today. #BetterHearing <https://www.hearing.org>



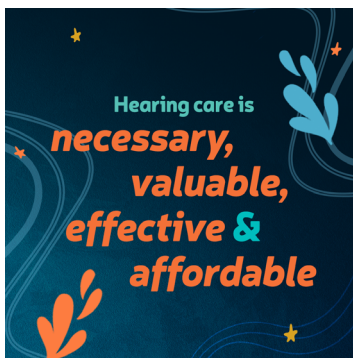
POST 10

Facebook

Investing in your health is investing in your future – and that applies to your hearing health! Hearing professionals will get to know your needs and lifestyle to offer treatment options that will fit your budget and goals. <https://www.Hearing.org>

Twitter

Treating your hearing loss is an investment in your future well-being. A hearing professional can work with you on a solution that suits your lifestyle and specific needs. #HearWell <https://www.hearing.org>



POST 11

Facebook

Living with untreated hearing loss can lead to isolation, increase your healthcare costs and risk of hospitalization. Investing in your future starts with a hearing test. A hearing professional can work with you on a hearing loss solution that helps you protect your health and your finances. [Hearing.org](https://www.hearing.org)

Twitter

As technology advances, so do the options for hearing loss treatment. Depending on your level of hearing loss and specific listening needs, a hearing professional can work with you on a solution that meets your needs. #HearWell <https://www.hearing.org>

INSTRUCTIONS FOR TEMPLATE MATERIALS

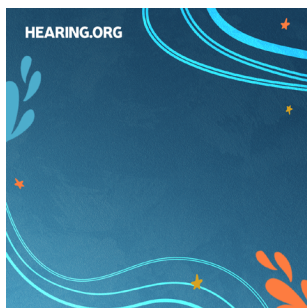
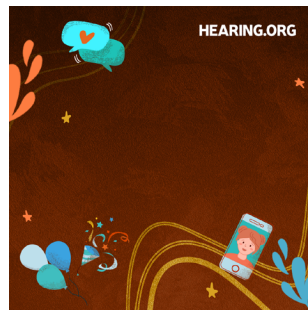
Below you will find blank social media graphic templates. These templates can be used by our partner organizations to create custom social graphics through [Canva](#).

CANVA INSTRUCTIONS

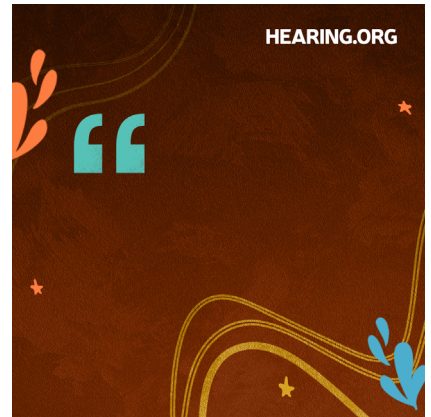
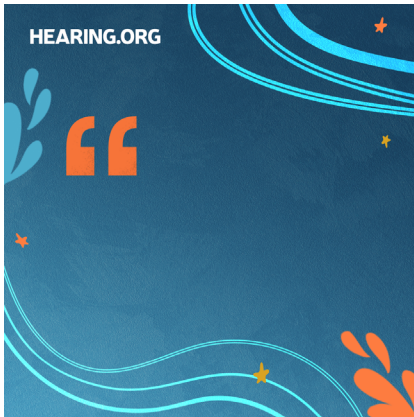
Through a Canva Pro account, one can create custom social graphics. First, click “create a design” for an Instagram post. Second, upload one of the blank templates for the toolkit. Then add your copy using the text tool (make sure to upload and use the Hear Well fonts “[Neris](#)” and “[Have Heart](#)”. When you have finished your design, you can click “Share” to either share the design or download the PNG file.

Through a free Canva account one would follow the same steps as above, but would use “Bernoru” as a font replacement for “Neris” because you can not upload custom fonts through a free account.

BLANK TEMPLATES



BLANK QUOTE TEMPLATES



BLANK PHOTO FRAME TEMPLATES



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

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)

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

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