

Social media examples | Spine fracture & treatment awareness

Kyphoplasty treaters can use social media to increase patient awareness of spine fractures and when and how to reach out to learn about treatment options. Posts can be paid (advertisements) or organic (posted on the practice or organization's website). Be sure to include:

- phrases that let people know the condition might apply to them or a loved one,
- a call to action like *"learn more," "register today,"* or *"call our office,"* and
- an ask that they share the post so others can benefit from the information.

See example posts below for ideas.

Organic posts are helpful in providing helpful information about conditions you treat.



Paid posts may be useful for invitations to events or if you want to reach a specific audience.

