**Social Media Tips and Suggested Content**

Consider leveraging your institution’s existing Facebook and Twitter channels to help raise visibility as a leading center for cardiac care with the most advanced pacing technology.

The following are suggested postings. Please feel free to adapt and customize the below content as appropriate to meet the needs and style guidelines of your hospital.

**Sample Tweets**

* [INSERT HOSPITAL NAME] is proud to offer cardiac pacing that taps into the heart’s natural conduction system with the FDA-approved @MDT\_Cardiac pacing lead, thereby providing needed therapy while avoiding potential complications. Learn more: [BITLY LINK TO HOSPITAL PRESS RELEASE or HOSPITAL NEWSROOM STORY]
* [INSERT HOSPITAL NAME] is [one of the first/pleased] to offer patients in [INSERT CITY, STATE, REGION] innovative pacemaker procedures that pace the heart’s natural conduction system. Learn more: [BITLY LINK TO HOSPITAL PRESS RELEASE or HOSPITAL NEWSROOM STORY]
* [INSERT HOSPITAL NAME] is proud to use the FDA-approved @MDT\_Cardiac [lead/system] in conduction system pacing procedures for patients with slow heart rates who need a pacemaker. Learn more: [BITLY LINK TO HOSPITAL PRESS RELEASE or HOSPITAL NEWSROOM STORY]
* Patients with slow heart rates: You may be a candidate for a type of cardiac pacing called conduction system pacing. Learn more: [BITLY LINK TO HOSPITAL PRESS RELEASE or HOSPITAL NEWSROOM STORY]

**Suggested Facebook Posts**

* [INSERT HOSPITAL NAME] is pleased to offer cardiac pacing that taps into the heart’s natural conduction system with the only FDA-approved lead (by Medtronic), thereby providing needed therapy while avoiding potential complications. Learn more: [[BITLY LINK TO HOSPITAL PRESS RELEASE or HOSPITAL NEWSROOM STORY]

***Note: Tag “******Medtronic Heart******” Facebook page in post***

* [INSERT HOSPITAL NAME] is proud to offer patients in [INSERT CITY, STATE, REGION] innovative pacemaker procedures that pace the heart’s natural conduction system using the FDA-approved Medtronic pacing lead. Learn more: [BITLY LINK TO HOSPITAL PRESS RELEASE or HOSPITAL NEWSROOM STORY]

***Note: Tag “******Medtronic Heart******” Facebook page in post***

* Patients with slow heart rates: You may be a candidate for conduction system pacing, a type of cardiac pacing that taps into the heart’s natural conduction system. Learn more: [BITLY LINK TO HOSPITAL PRESS RELEASE or HOSPITAL NEWSROOM STORY]

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