## **Activate your Social Media Channels**

- Share provided content across your social media platforms and encourage reposts and retweets (Facebook, Instagram, LinkedIn, Twitter).
- Follow the American Heart Association social media handles and engage (like, comment, repost/retweet campaign messages).
  - Facebook (@AmericanHeart)
  - O Twitter (@American\_Heart)
  - O Instagram (@American\_Heart)
  - LinkedIn (American Heart Association)
- Sample messages and graphics are included in the zipped files in this toolkit.
- Engage with other relevant social media handles
  - Alliance for Aging Research
    - <u>Facebook</u> (@AllianceforAgingResearch)
    - <u>Twitter</u> (@Aging\_Research)
    - Instagram (@agingresearch)
  - Heart Valve Disease Awareness Day
    - <u>Facebook</u> (@ValveDiseaseDay)
    - <u>Twitter</u> (@ValveDiseaseDay)
    - Instagram (@valvediseaseday)
  - Heart Valve Voice US
    - Facebook (@HeartValveVoiceUS)
    - <u>Twitter</u> (@HeartValveUS)