***February: Post Copy for Digital Media***

**(2) Groundhog Day**

**(2) Super Bowl LIV**

**(9) National Pizza Day**

**(14) Valentine’s Day**

**(17) Presidents’ Day**

**(20) Love Your Pet Day**

**POST 1 (Suggested Image: couch or sun set)**

**✨Change✨**

**🌟Change can be beautiful.**

**🌟Change can be scary.**

**🌟Change can be healing.**

**As an audiologist I do more than treat your hearing loss - I help ease the burden of change.💜**

#changes #changemakers #changingyourmindsetchangeyourlife

<add local hashtags> <add your business hashtag>

**POST 2 (Suggested Image: Image with the quote)**

“Don’t live the same year 75 times and call it a life.” - Robin Sharma

The innocent adorable tradition of Groundhog Day is here!

What are you hoping for today? ⛄️🌷

#groundhog #groundhogday

<add local hashtags> <add your business hashtag>

**POST 3 (Suggested Image:man watching FB)**

How did it go watching the Super Bowl game last night? 🏈

Did anyone complain about the level of the television?📣

A lot of my patients say they can hear the television but they don’t understand what is being said! Some stations are worse than others - but hearing loss is usually the culprit.

I would be happy to consult you regarding your communication needs if you are ever looking for someone to talk to! You deserve to be able to enjoy the simple things in life!🤗

#superbowl #superbowl2020 #superbowlparty

#hearingloss #hearinglossawareness #hearinglosswontstopme

<add local hashtags> <add your business hashtag>

**POST 4 (Suggested Image: diary image or your photo)**

📚 DIARY OF AN AUDIOLOGIST

“How is your living room set up?” 🛋

My patients usually give me a weird look when I ask this, however, I pride myself on being a very good troubleshooter! People often assume that no matter where their television is set up in their house they should project the sound evenly.

What I’ve learned over the years is that isn’t always the case….🙅🏻‍♀️

Manufacturers are constantly making their televisions thinner forcing the speakers into the back and making them smaller. Not only is the position of the speakers a problem but the height of your ceiling, where your chair/couch is positioned in the room, AND how your hearing status plays a role.💁🏻‍♀️

I love being able to encourage and help troubleshoot common issues you may have related to your environment. When you have someone on your side to help you with these common issues it provides a better overall experience with the hearing aids- which keeps them in your ears, not the drawer.🙌

#hearinglossadvocate #hearinglossprevention #thinkaudiology

<add local hashtags> <add your business hashtag>

**POST 5 (Suggested Image:boots walking )**

Just 2 hours per week.🚶

A study published by the American Journal of Medicine states that people have less risk of developing hearing loss if they participate in physical activities- specifically, walking more than 2 hours per week!

Tell me, do you walk more than 2 hours per week?

#walking #newyearnewme

#hearingloss #hearinglossawareness #hearinglosswontstopme

<add local hashtags> <add your business hashtag>

**POST 6 (Suggested Image: man whispering in lady’s ear)**

📝

My note to you:

👉 You deserve respect.

👉 You deserve honesty.

👉You deserve the best care.

✨You deserve to be able to hear!✨

#hearingloss #hearinglossawareness #hearinglosswontstopme

<add local hashtags> <add your business hashtag>

**POST 7 (Suggested Image:photo of you and patient OR audiogram on clipboard)**

To say that most people are surprised when I diagnose them with hearing loss is a major understatement. 🙈

One reason is the insidious nature of some types of hearing loss, that is, that their hearing loss had a gradual onset, and they adapted to each slight reduction in hearing ability. 🙉

The other crazy thing is how fast you can become habituated to each reduced level of your ability to hear!🙊

If you know someone who you think has hearing loss please let them know! In most cases my patients come in because a loved one was concerned with their ability to hear. 🤗

#hearingloss #hearinglossawareness #hearinglosswontstopme

<add local hashtags> <add your business hashtag>

**POST 8 (Suggested Photo:video of sound waves)**

Did you know that treating your hearing loss with hearing aids can almost always help reduce your perception of tinnitus?😯

As an audiologist I have the training to help treat your tinnitus. More than 90% of people who have tinnitus also have hearing loss.

If you’re interested in learning more send us a DM!

#hearinglossadvocate #hearinglossprevention #thinkaudiology

<add local hashtags> <add your business hashtag>

**POST 9 (Suggested Image:pizza video or photo) Make sure to share this on your personal profile FB**

🍕Did someone say National Pizza Day?

Where is your favorite place to get pizza in town?

Let’s turn the comments into a list full of recommendations!

<add local hashtags> <add your business hashtag>

**POST 10 (Suggested Image: ear)**

🗣In the United States, an estimated 35.8 million Americans experience some form of decreased hearing sensitivity.

👥 Over the next three decades, estimates indicate that the number of persons with hearing loss will increase to 50.9 million.

Hearing loss has been linked to anxiety, depression, and isolation. 😒 Take your hearing health seriously this year! Schedule a hearing evaluation and make sure to carry hearing protection! 🎧

#hearingloss #hearinglossawareness #hearinglosswontstopme

<add local hashtags> <add your business hashtag>

**POST 11 (Suggested Image:)**

📚 DIARY OF AN AUDIOLOGIST

👓 Never leave the house without your sunglasses?

🚘 Have a special place in your car for your sunglasses?

Many of us own a pair of sunglasses…

Sometimes, we carry them on us or keep them in our vehicles to protect our eyes against the damaging rays of the sun, but how many of you carry hearing protection with you? Do you have a designated spot for hearing protection in your vehicle?

Many of my patients tell me that they have gone to concerts so loud that they wish they had brought hearing protection with them.🙉

I have even had patients come to me after a concert because the ringing “just never went away.”😱

I want this year to be the year that you start to take your hearing health as seriously as your vision. Okay?

👉DISPOSABLE: When used correctly, disposable hearing protection is a great way to decrease exposure to noise and reduce the risk of hearing loss. They can be found just about anywhere.

👉CUSTOM: As an audiologist, I can order you a custom pair of hearing protection that is durable, TRENDY, AND lasts for years.

✨This year, do yourself a favor and start protecting your ears like you do your eyes.✨

Your audiologist, [name]

#hearinglossadvocate #hearinglossprevention #thinkaudiology

<add local hashtags> <add your business hashtag>

**POST 12 (Suggested Image:brain)**

🧠 Did you know that hearing loss is now positioned as the largest potentially modifiable risk factor for dementia among the nine health and lifestyle factors?

👀The Lancet Commission found that mid-life hearing loss, if eliminated, might reduce the risk of dementia by 9%.

Keep up with your routine hearing evaluations. There are several benefits to treating hearing loss sooner rather than later.🦻

#hearingloss #hearinglossawareness #hearinglosswontstopme #hearinglossresearch

<add local hashtags> <add your business hashtag>

**POST 13 (Suggested Image:)**

Take this post to share your Brand Story with a picture of yourself or you with your team.

Other considerations: Post one of the three GIFT/SKILLS from the first worksheet *Content Strategy.*

#hearinglossadvocate #hearinglossprevention #thinkaudiology

<add local hashtags> <add your business hashtag>

**POST 14 (Suggested Image:)**

❤️❤️❤️Today, as you run around making everyone else feel loved… make sure to do something for yourself today.❤️❤️❤️

Happy Valentines Day!

<add local hashtags> <add your business hashtag>

**POST 15 (Suggested Image: hearing aids on calander and chocolate)**

For some people accepting the idea of needing hearing aids is a journey, not a decision taken lightly.

As an audiologist I want you to know that accepting help, in the form of amplification, isn’t meant to question who you are or what stage of life you are in. 🙌🏻

No one can tell you who you are, except for you.

#hearingloss #hearinglossawareness #hearinglosswontstopme

<add local hashtags> <add your business hashtag>

**POST 16 (Suggested Image: )**

**This👆**

The pessimist complains that everyone mumbles.🙊

The optimist expects everyone to talk louder and slower.🤷🏻‍♀️

The realist goes to their audiologist🥰

#hearinglossadvocate #hearinglossprevention #thinkaudiology

<add local hashtags> <add your business hashtag>

**POST 16 Alternative (Suggested Image:cigarette being smashed)**

Did you quit smoking recently? 🚬

According to the *Journal of the Association for Research in Otolaryngology*, quitting or reducing smoking and avoiding passive exposure to tobacco smoke may prevent hearing loss. The study shows that passive exposure to tobacco smoke compared to non-smokers was associated with 28% elevated risk of hearing loss😬.

If you’re trying to reduce your exposure to tobacco smoke keep up the good work. This is just another awesome benefit to reducing exposure!💪🏻

#hearingloss #hearinglossawareness #hearinglosswontstopme #hearinglossresearch

<add local hashtags> <add your business hashtag>

**POST 17 (Suggested Image:amplifier in ear crossed out)**

**❌Amplifiers are not hearing aids. Consumer beware.❌**

Some of these devices can actually damage your hearing because they amplify sounds above what is considered a safe limit. Some other things to keep in mind is that once you purchase them they may have a minimum trial with a rigorous return policy! Didn’t complete the return process correctly? Well it might end up costing you another 20% fee.🤦🏻‍♀️

At [practice name] we are a local family owned business. The money you spend here stays in our community and we provide amazing service! Just ask our patients!🥰

#hearingloss #hearinglossawareness #hearinglosswontstopme

<add local hashtags> <add your business hashtag>

**POST 18 (Suggested Image: photo of air buds)**

🎶Do you or someone you know listen to music on a daily basis?🎶

You have probably noticed everyone walking around with AirPods in lately- the question is, is it safe?🔴

Check out the link below to learn more regarding recommended exposure limits!👇

<https://medium.com/random-daydreams/are-airpods-bad-for-your-hearing-a08837f71b26>\

#hearinglossadvocate #hearinglossprevention #thinkaudiology

<add local hashtags> <add your business hashtag>

**POST 19 (Suggested Image:)**

📚DIARY OF AN AUDIOLOGIST

“Yea! No problem, I was able to fix it here in the office!”

That simple phrase made my patient almost jump through the roof the other day!🤗 I wish more people were aware of the types of services that go into maintaining a hearing aid and how important it is to have access to a professional.

After a hearing aid is fit it’s pretty rare that the hearing aid has to be sent in within a year of the initial fitting date. But sometimes the unthinkable happens and….it… well it just stops working.

A patient of mine (who was leaving in 3 days to speak at a national conference) came to me in a panic with only one working hearing aid. When situations like this happen I never leave my patient’s hanging!!

✨If I can fix it, it will get fixed.

✨If I can’t fix, I’ve got a loaner hearing aid to get you by while yours is out for repair!

With me, you’re always taken care of. Just like my patient who was out the door no longer than 15 minutes- with two functioning hearing aids.✨

Your local audiologist, [name]

#hearingloss #hearinglossawareness #hearinglosswontstopme

<add local hashtags> <add your business hashtag>

**POST 20 (Suggested Image: post a photo of your pet or photo of lab provided)**

🐕🐩🦮🐕‍🦺Did someone say it’s LOVE YOUR PET DAY?🐰🐭🐹🐱

Post a picture of your pet below! 👇[Facebook]

Tell us something funny your pet does below! 👇Tag them if they have their own profile too! [instagram]

<add local hashtags> <add your business hashtag>

**POST 21 (Suggested Image: photo of perf and qtip)**

**🔴TRUTH BOMB🔴**

This is going to sound harsh but I can tell when you have been using Q-Tips. You simply can not remove all the wax via the use of a Q-TIP. 🤷🏻‍♀️ It may look like you...but what you don't’ see is the wax that it pushed farther back into your ear canal. 😬

If you want to skip that whole “have you been using Q-TIPS?” question at your next checkup make it a goal to use a dry washcloth instead and throw those Q-TIPS out!🙌

#earwax #hearinglossadvocate #hearinglossprevention #thinkaudiology

<add local hashtags> <add your business hashtag>

**POST 22 (Suggested Image:smile pillow)**

👉Fill in the blank!

“The best thing I heard today was \_\_\_\_\_”

<add local hashtags> <add your business hashtag>

**POST 23 (Suggested Image:arms around looking at sun set)**

Did you know that adult-onset hearing loss often contributes to social isolation, cognitive loss, and depression? 🧠😞

At <PRACTICE NAME (IF SOLO AUD PUT YOUR NAME)> we/I have seen first hand how poor hearing health can negatively impact your mental health.

It can be a hard topic to bring up...but if you see a loved one struggling to hear, please let them know and encourage a hearing evaluation!

#hearingloss #hearinglossawareness #hearinglosswontstopme

<add local hashtags> <add your business hashtag>

**POST 24 (Suggested Image:**

Teacher: “You can’t hear images….”

Me: Photo above instantly comes to mind! 😂🦁

Anyone guess where this image is from?

<add local hashtags> <add your business hashtag>

**POST 25 (Suggested Post:grass is greener where you water it photo )**

🤍I am doing it for myself.🤍

I have been hearing a lot more patients telling me that they are getting fitted for hearing aids for their own well being- that they are doing it for themselves.

🤍Not because they were told to.

🤍Not because there was a good “deal”

Because they want to enjoy socializing again

Because they want their life back.

My reaction? YEESSSSS, you deserve it.🙌

#hearingloss #hearinglossawareness #hearinglosswontstopme

<add local hashtags> <add your business hashtag>

**POST 26 (Suggested Image:pink hearing aids)**

There is a lot of time and expertise required to achieve optimal benefit when it comes to hearing aid use.

You live in complex noisy environments! These situations mixed with advances in technology requires a professional who has been medically trained and is required to take numerous hours of continuing education every year.

#hearinglossadvocate #hearinglossprevention #thinkaudiology

<add local hashtags> <add your business hashtag>

**POST 27 (Suggested Image:screen shot a photo of the review )**

I love ears and helping people hear!🦻

[post a recent comment from google reviews]

#hearingloss #hearinglossawareness #hearinglosswontstopme

<add local hashtags> <add your business hashtag>

**POST 28 (Suggested Image: photo of yourself or AuD putting headphones on)**

Looking for an audiologist in [city]? I’m here for you! 📍

I do things differently because I know the traditional old hearing aid fittings aren’t for everyone. I go out of my way to make you feel comfortable and I pride myself on teaching you all about the different levels of technology so you can make a decision based on YOUR communication needs. 🙂

Send us a direct message to learn more. I'd love connecting with you via this app!

#hearingloss #hearinglossawareness #hearinglosswontstopme

<add local hashtags> <add your business hashtag>

**POST 29 (Suggested Image: Quote)**

“When we are no longer able to change a situation, we are challenged to change ourselves.”- Viktor Frankl

Not everyone who needs a hearing aid is a hearing aid candidate.

Sometimes I see patients who are in denial regarding their hearing loss. I know they need hearing aids- but I also know they’re not ready.

At [practice name] you will never be pushed into something you don’t want to do. I’ll be right here when you are ready!

#hearingloss #hearinglossawareness #hearinglosswontstopme

<add local hashtags> <add your business hashtag>

Hashtag sets:

#hearingloss #hearinglossawareness #hearinglosswontstopme

#hearinglossadvocate #hearinglossprevention #thinkaudiology

#[city]audiologist