

# 12 months of ready-made social posts

Share ready-made social media posts designed to educate your patients about hearing health and preventative care, and show them you accept the CareCredit health and wellness credit card to help them hear the things they love longer.

## Sharpen your social media in 3 easy steps:

1. Use the tabs above to jump to content—you'll find a post for each month of the year, plus a bonus quarterly post!
2. Copy the caption and download the image linked.
3. Paste the caption, upload the image and post!



# Amplify the value of CareCredit.

## Personalize posts with your custom link.

Add your practice's custom link to the end of your captions so your followers can see if they prequalify and apply for the CareCredit health and wellness credit card.

### **How to create your custom link:**

1. Open the Marketing Toolkit
  - a. Go to: <https://www.carecredit.com/providers/marketing-toolkit/>
  - b. Or navigate: carecredit.com → For Providers → Resources → Marketing Toolkit
2. Select the "Custom link" tile
  - a. This will take you to the Custom Link page
3. Log in (if prompted)
  - a. Sign in using your CareCredit Provider Center credentials
4. Paste your link
  - a. Simply paste the url to include in emails, text messages, statements, estimates, social media posts and more

### **How to include your custom link on Instagram:**

1. Select "Edit profile" in your practice's account settings.
2. Scroll down to the "Links" box and paste your custom link URL.
3. Add the following text to your post caption.

**Learn more and apply at the link in our bio!**

### **How to include your custom link on Facebook and X:**

1. Add the following text to the end of the caption.
2. Replace the text in brackets with your custom link URL.

**Learn more and apply at [INSERT CUSTOM LINK].**





## GENERAL

Tinnitus signs and symptoms



Tinnitus is about hearing sounds you DON'T want to hear—like ringing or buzzing. If you're experiencing symptoms, schedule an appointment to learn what options could help you! To help you fit care into your budget, we accept the CareCredit health and wellness credit card.

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## JANUARY

Encourage family recommendations



Is a loved one asking "what?" more often? 🧐 Missing parts of conversations? These could be early signs of hearing loss. Offer to help them schedule a screening. Your caring words could be the gentle push they need! 💙 We accept the CareCredit health and wellness credit card as a way to help pay for the hearing care your whole family wants and needs.

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## FEBRUARY

Promote brain health



Did you know untreated hearing loss is linked to cognitive decline and dementia? 🧠 As hearing declines, your brain strains to process sound, which can affect memory and thinking. 🧠 Treating hearing loss may help protect cognitive health. Schedule a screening today. We accept the CareCredit health and wellness credit card as a way to help pay for care.

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## MARCH

Emphasize early intervention



Don't wait until "someday" becomes "too late." 🕒 Many people wait to address hearing loss until it's significant. Seeking support early may mean better outcomes and more treatment options. If you've noticed hearing changes act now! 📞 We accept the CareCredit health and wellness credit card to help fit the cost of care into your budget. Subject to credit approval.

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**TIP** ⚙️

Add your custom link to captions or your Instagram bio.

## GENERAL

Debunk hearing myths



Myth: Hearing aids make you look older. 🙄 Truth: Today's hearing aids are virtually invisible. Myth: Hearing loss is just part of aging. Truth: It can happen at any age and can be treatable! 🙌 Let's discuss your hearing health and how the CareCredit health and wellness credit card offers a way to pay for the care you want and need.

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## APRIL

April 29: International Noise Awareness Day



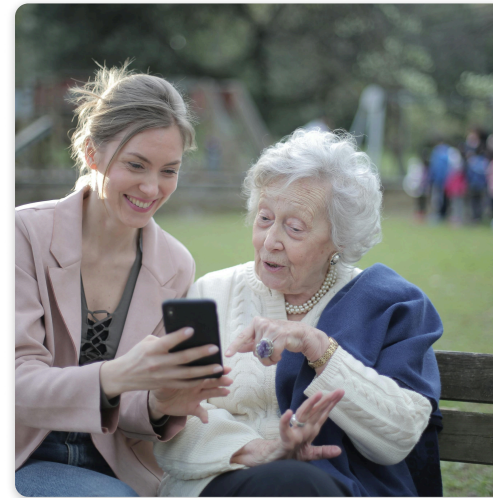
Turn the decibels down! To help preserve your hearing, wear ear protection and always stay aware of the noise levels around you. We can help you maintain healthy hearing with regular screenings. Plus, we accept the CareCredit health and wellness credit card as a way to help you pay for care.

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## MAY

Better Hearing Month



Help your loved ones hear the things they love longer. Be their hearing-health advocate by encouraging them to make hearing screenings part of their annual checkups. Give them a head start by helping them take a simple, free online hearing test at [carecredit.com/hearingtest](https://carecredit.com/hearingtest). To pay for hearing care, we accept the CareCredit health and wellness credit card.

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## JUNE

Support young adults



Calling young adults! 🎧 Listening to headphones for hours can affect hearing, even in your teens and 20s. 📱 If you find yourself needing to turn up the volume or asking friends to repeat themselves, don't wait to get a hearing screening. Early action can mean better outcomes. We accept the CareCredit health and wellness credit card as a way to pay for care.

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### TIP ⚙️

Add your custom link to captions or your Instagram bio.



## GENERAL

Hearing health and loss prevention at loud events



Seeing your favorite artist in concert? Supporting your team at the big game? Bring ear protection! Staying on top of hearing loss prevention now can help you keep hearing the things you love later. To pay for your hearing care, we accept the CareCredit health and wellness credit card.

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## JULY

Firework hearing safety tips



Setting off fireworks is fun, but it can also be hard on your hearing. 📺 Wear earplugs and stay back from the launch site during Fourth of July festivities. If you need to see us after, schedule an appointment. We accept the CareCredit health and wellness credit card as a way to pay for your family's care.

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## AUGUST

Back-to-school hearing exam



Delayed speech, unresponsiveness and academic challenges could all be signs your child has hearing loss. Help them start this school year ready to listen with a hearing screening. We accept the CareCredit credit card to help you pay for your family's hearing care.

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## SEPTEMBER

Occupation-based hearing loss



Do you work around heavy machinery or noisy equipment? Your hearing could be at risk! Wearing ear protection can help preserve your hearing. If you have any issues, come see us. To help you pay for care, we accept the CareCredit health and wellness credit card.

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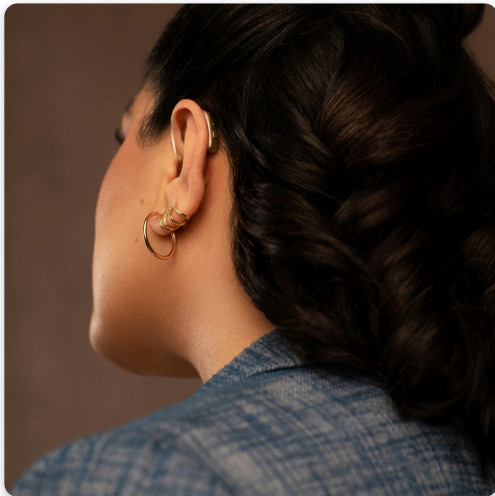
GET IMAGE

**TIP** ⚙️

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## GENERAL

Hearing aid styles



Hearing devices have come a long way in terms of tech AND style. Go sleek and discreet with in-ear options, or connected and stylish with colorful smart hearing aids. To pay for hearing devices, we accept the CareCredit health and wellness credit card.

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## OCTOBER

National Audiology Awareness Month



What you do now could affect your hearing health later. Make hearing screenings as regular as your annual dental cleanings and eye exams to start prioritizing your hearing health. Get a head start by taking a free online screening test at [carecredit.com/hearingtest](https://carecredit.com/hearingtest). To pay for hearing care, we accept the CareCredit health and wellness credit card. Subject to credit approval.

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## NOVEMBER

FSA reset



📅 The time to use your FSA funds is running out! 📅 Schedule a last-minute hearing screening or get devices with your remaining funds before they expire. To pay for any additional out-of-pocket costs, we accept the CareCredit health and wellness credit card.

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## DECEMBER

Enhance holiday conversations



Don't let hearing loss steal your holiday magic! Missing grandchildren's laughter? Struggling to follow dinner conversations? You deserve to be fully present for every moment. 🎁 Come in for a screening to make sure you hear the sounds of the season. We accept the CareCredit health and wellness credit card as a way to pay for care.

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TIP ⚙️

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