

Sample Social Media Messages for SYNERGY™ Bioabsorbable Polymer Drug-Eluting Stent System – First Implants

Below are ideas for Tweets and Facebook messages that you can use to announce the first implant at your facility. Keep in mind:

- For added engagement with your followers, you could include a photo of the physician who performed the first implant with any of the messages.
- You can create a shortened web link – also known as a bit.ly – by copying and pasting the web address of your desired page destination into <https://bitly.com/>. It will produce a shorter web link that you're able to track.

Sample Tweets

We're the 1st hospital in [city/region/state] to implant the SYNERGY Stent System in patients with coronary artery disease. [[bit.ly link to facility press release if issued](#)]

~15M Americans affected by arterial plaque buildup that can lead to heart attacks. Learn about treatment options. <http://bit.ly/1RraEt5>

Dr. [name] implanted our 1st bioabsorbable polymer drug eluting SYNERGY Stent System for treatment of coronary artery disease. [[bit.ly link to facility press release if issued](#)]

We're offering the only FDA approved bioabsorbable polymer stent system for patients with coronary artery disease. <http://bit.ly/1OpoJJA>

Sample Facebook Posts

[Facility] is one of the first hospitals in [city/region/state] to implant the SYNERGY Stent System in patients with coronary artery disease. Learn more: [[link to facility press release if issued](#)]

Coronary artery disease (CAD) affects the arteries that supply blood to the heart. It occurs when the coronary arteries becomes narrowed by a buildup of plaque, including cholesterol, fatty deposits, calcium and other substances. [Facility] is the first hospital in [city/region/state] to offer the latest technology to treat CAD. Learn more: <http://bit.ly/1OpoJJA>

Dr. [name] was the first at [hospital/facility] to implant the first FDA approved bioabsorbable polymer drug eluting stent in a patient with coronary artery disease. Learn more: [[link to facility press release if issued](#)]

What causes coronary artery disease (CAD)? People with a history of high cholesterol, diabetes, smoking, high blood pressure, being overweight, or a family history of heart disease are at higher risk of developing CAD. Menopause may also increase the risk of CAD in women. We are proud to be one of the first in our [city/region/state] to offer our patients the latest treatments for coronary artery disease, including the only FDA approved bioabsorbable polymer drug eluting stent. Learn more: <http://bit.ly/1OpoJJA>