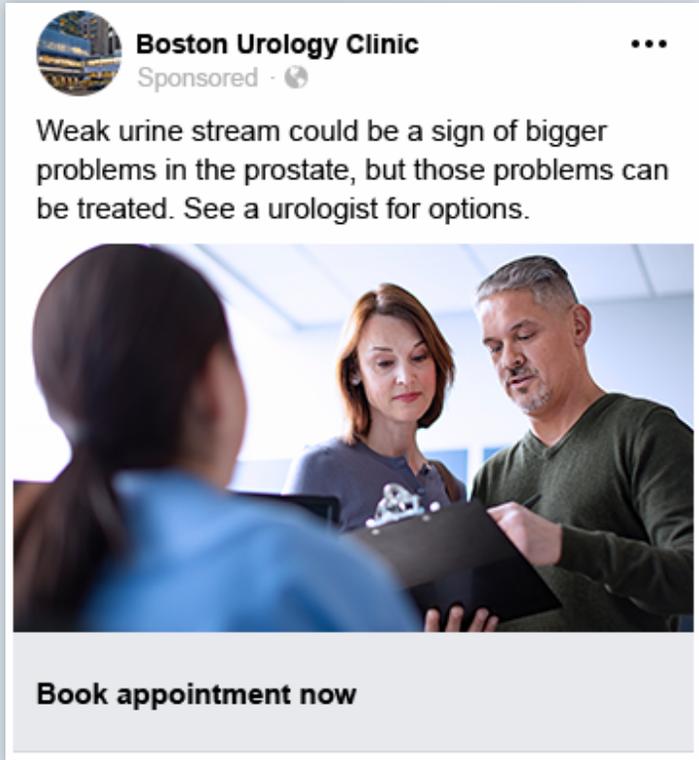


Social Media Patient Outreach: Best Practices for your Practice

Following are some suggested social media posts that you can use for your practice. Depending on which platform you select for your audience, character limits may apply. Be sure to include a call to action for your readers to help them understand what they are expected to do with your message. Each post should lead to a digital destination, whether that's your online appointments tool or a web page with patient education materials. The Boston Scientific patient website www.TreatMyBPH.com could be a valuable resource for your practice.

Steps to begin promoting your clinic to patients:

1. **Identify where your audience is.** When promoting content to men over 35, Facebook and YouTube are great tools. If your target audience is women ages 30 to 65, Instagram and Facebook are great options.
2. **Build a page on social media.** Use photography and videos you have already developed whenever possible. Keep true to your voice—don't assign the social channel to the assistant at your front desk.
3. **Publish content.** Commit to regular updates so that your patients trust you as a consistent source of information.
4. **Advertise to drive appointments and awareness of disease states that may not be common knowledge or well understood by referring physicians.**



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Weak urine stream could be a sign of bigger problems in the prostate, but those problems can be treated. See a urologist for options.

Book appointment now

Social Post	Call to Action
Urgent trips to the bathroom for men over 50 may be a sign of benign prostatic hyperplasia. Set an appointment with Dr. Jones to learn more.	Appointments available
Weak urine stream could be a sign of bigger problems in the prostate, but those problems can be treated. See a urologist for options.	Book appointment now
Getting up all night to take trips to the bathroom isn't fun for anyone and may be a sign of benign prostatic hyperplasia. A urologist can help.	Visit with Dr. Jones
Slow urine flow in men over 50 may indicate benign prostatic hyperplasia. Fortunately, there are treatments.	Find out treatment options
A weak urine stream could be a sign of prostate enlargement. Visit Dr. Jones in Boston to get checked.	Visit our urology clinic
Unexpected trips to the bathroom may be a sign of an enlarged prostate. Visit your local urologist to get checked.	Appointments with Dr. Jones
Frequent trips to the bathroom at night may be a warning sign of an enlarged prostate. Dr. Jones at Boston Urology Clinic can help.	Visit our urology clinic
Benign prostatic hyperplasia is a non-malignant enlarged prostate and can cause urinary frequency and urgency. Learn more from a urologist.	See urology clinics nearby
An enlarged prostate can cause frequent trips to the bathroom and urinary urgency. Fortunately, these symptoms can be treated.	Visit a urologist nearby
Men over 50 often develop weak urine streams and urinary urgency because of benign prostatic hyperplasia. Fortunately, symptom relief is within reach.	Visit our urology clinic

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Urgent trips to the bathroom for men over 50 may be a sign of benign prostatic hyperplasia. Set an appointment with Dr. Jones to learn more.

Appointments available

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