

SOCIAL MEDIA ENGAGEMENT ACTIVITY INSTRUCTIONS

We'd love your participation on social media to amplify the importance of BE FAST and calling 911 to receive quick, appropriate stroke care! See instructions below for how to join in:

- **What:**
 - Post to social media – video or static post with pictures – during the week of Survive Stroke Week (May 6-12).
 - Tag your peers to encourage them to post their own content.
 - Can be solo or include a few colleagues to make it a fun group activity!
 - See visuals bullet on how to include your peers in a fun way.

- **Info to include:**
 - Generally: Encourage people to learn BE FAST and understand the any sign of stroke is an emergency that requires calling 911.
 - Reinforce key messages, samples below – are there others you find work well? Include them!
 - "Stroke can strike at any age, but today there are minimally invasive treatments to help dramatically reduce the chance of disability or worse.
 - Remember time is brain, so you must call 911 right away if you notice any of these symptoms to get the care you need to #SurviveStroke!"
 - "There are neurointerventionalists standing by to help you survive and thrive."
 - "There are minimally invasive stroke treatments available that did not exist even decades ago."
 - **But** you need to take your symptoms seriously and call 911 to get care fast – if it's not normal, it's not nothing.
 - "During #SurviveStoke Week, we want to emphasize the importance of early treatment by recognizing how to BE FAST and get ahead of stroke."
 - B: loss of balance
 - E: loss of or blurry vision
 - F: face drooping
 - A: arm weakness
 - S: speech difficulty
 - T: time to call 911
 - Encourage your fellow SNIS members to join in:
 - "I'm tagging Person 1, Person 2 to join in and spread the word!"
 - Remember to actually tag their profile handle in the post (in the message copy or tag the video/picture)
 - **IMPORTANT: Include hashtag #SurviveStroke** in post so we can track them and reshare!

- **Visuals to use:**

- We've developed these printable signs you can take pictures with:
<https://getaheadofstroke.org/resource/survive-stroke-week-printable-signs/>
- We also have lots of other graphics on the SSW webpage you can use:
<https://getaheadofstroke.org/survive-stroke-week/>

- **Tips for creating content:**

- Videos: There are now a few ways on Instagram to record Reels, or short videos, they are super simple – you can add voiceover to pictures or existing video, or just record a video.
- If you chose to do a static post with no video, don't forget to add pictures to the post!
- Don't get in your head – users connect with authentic content, even if it's not a "fancy video" – speak from the heart and it will do well!