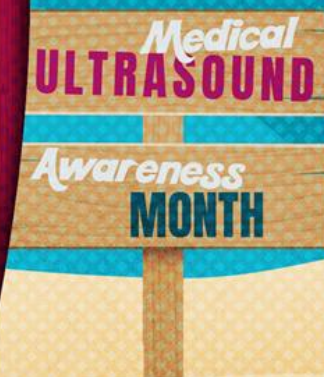


BRAVE THE WAVE

SOCIAL MEDIA TOOLKIT



Recognizing Sonography Professionals for Medical Ultrasound Awareness Month this October

Power of Social Media: Medical Ultrasound Awareness Month Engagement Ideas

In our digitally connected world, we can share powerful thoughts and ideas faster than ever. Social media gives you the power to elevate the ultrasound profession and all the important work you do.

The following are some ideas on how you can engage and celebrate during Medical Ultrasound Awareness Month 2023 on social media:

- **Educate your patients and followers** – Share Cassling’s History of Ultrasound flier or other FAQs and/or fact sheets with your followers on social media to help educate them about ultrasound and the important role you play in healthcare.
- **Acknowledge the greatness around you** – Appreciate, recognize, and thank your mentors, leaders and influencers who have made an impact on your journey as a sonography professional. Create a post on social media and tag the individuals to let them know how they helped and empowered you.
- **Inspire others by embracing your story** – **Everyone has a story, and your voice matters.** Share the wisdom you have gained from your ultrasound experience.
- **Recognize others** – You have the greatest insight into the hard work that your staff and colleagues do every day. Recognize them on social media for the important role they play on your team and in the healthcare industry.
- **Have some fun!** – Engage with your patients and followers on social media by hosting a ‘Trivia Tuesday,’ where you post interesting and educational facts about the ultrasound profession.

Make sure to tag Cassling on Facebook, Instagram, or LinkedIn. We would love to see how your teams are celebrating Ultrasound Awareness Month.

Use the following hashtags:

#BraveTheWave

#MUAM2023

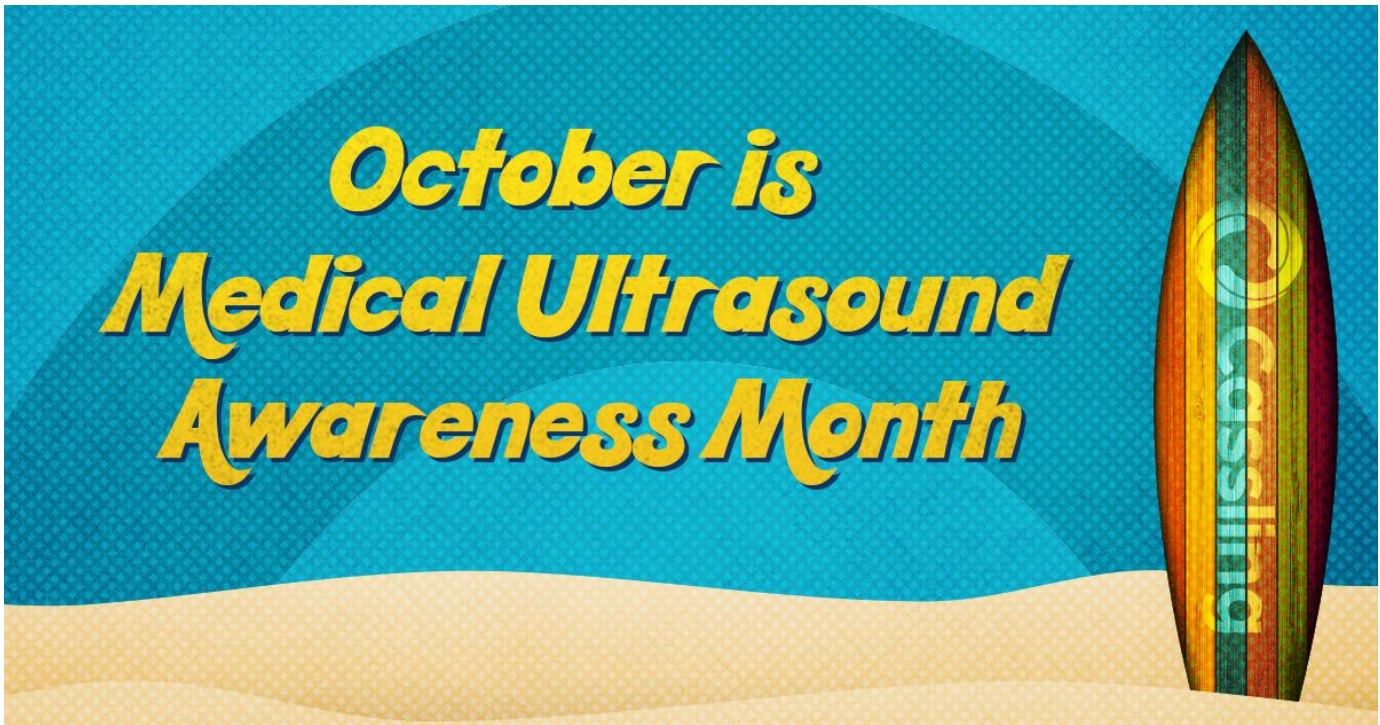
#EpicCelebration

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Social Media Graphics

As part of Medical Ultrasound Awareness Month, Cassling has developed resources to support engagement throughout October.

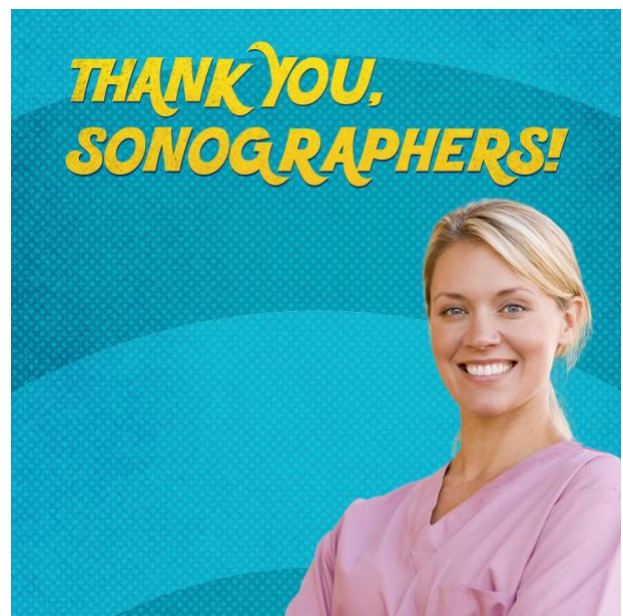
Download and use the assets to craft a message on your personal or organization's profile to help support awareness of the importance of ultrasound and to recognize your ultrasound team.



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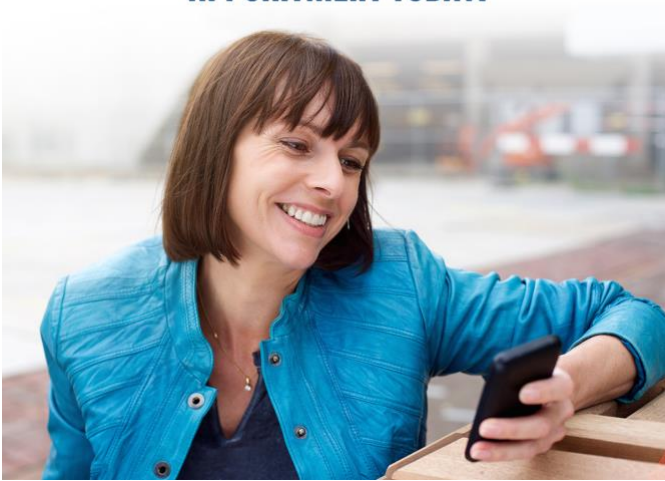
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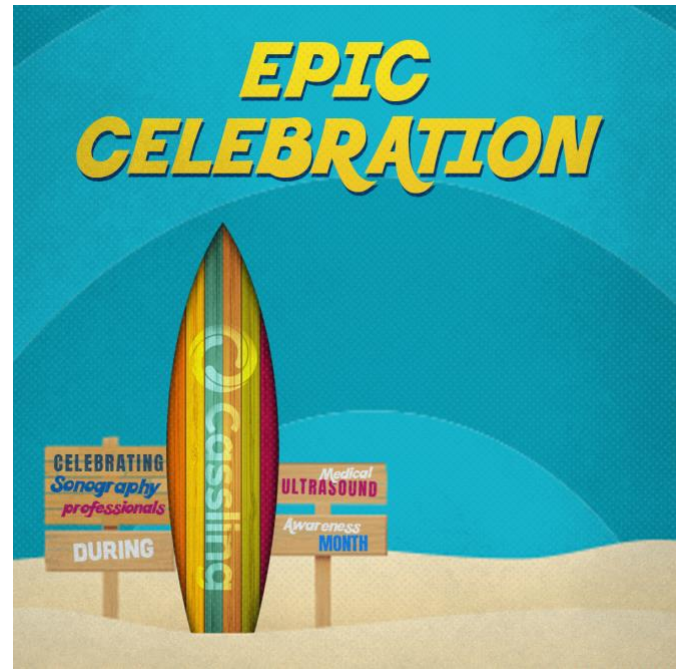
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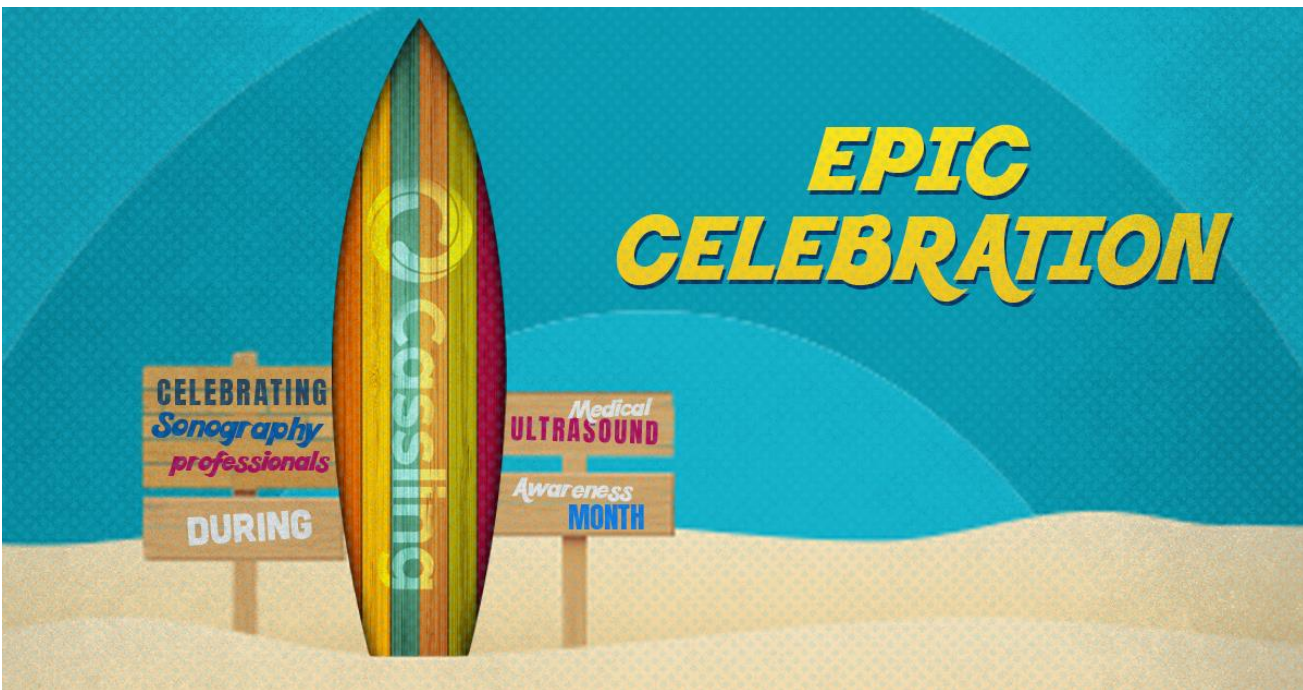
DON'T DELAY.
**SCHEDULE YOUR ULTRASOUND
APPOINTMENT TODAY!**



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