**2017 Social Media Toolkit for Year-round Use: Healthcare Provider Audience**

Below you will find draft acetaminophen safe use Twitter and Facebook posts for you to promote to your organizations as you see fit over the course of the year. If you have any questions regarding the contents of this toolkit, please contact Elizabeth Easterly at [Elizabeth.Easterly@gmmb.com](mailto:Elizabeth.Easterly@gmmb.com).

**Thumbnail images are for reference only*.* All graphics can be downloaded at this link:** [**https://gmmb.box.com/s/8v63m1g6o3idk582hpxmlfrbf65ubt9v**](https://gmmb.box.com/s/8v63m1g6o3idk582hpxmlfrbf65ubt9v)

**\*To upload GIFs to Facebook, first copy and paste the media.giphy.com link to your Facebook post. The GIF should then populate. Delete the media.giphy.com link and replace with the post text before publishing.**

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| Social Channel | Graphic | Text |
| Twitter |  | Do your patients know taking 2 medicines with the same ingredient could be harmful? <http://bit.ly/KYD-providers> #KYDpain |
| Facebook |  | Do your patients know that taking two medicines with the same ingredient could be harmful? When a patient gets a cold or the flu, make sure they’re reading their medicine labels: <http://bit.ly/KYD-providers> #KYDpain |
| Twitter |  | Remind patients that there’s a limit to how much #acetaminophen they can safely take in 1 day: <http://bit.ly/KYD-providers> #KYDpain |
| Facebook |  | Remind patients that acetaminophen is safe and effective when used as directed. But they can only safely take so much in one day—taking more acetaminophen than directed can hurt their liver: <http://bit.ly/KYD-providers> #KYDpain |
| Twitter |  | 65% of people don't consider other OTC meds they take when choosing an OTC pain reliever—and should: <http://bit.ly/KYD-providers> #KYDpain |
| Facebook |  | 65% of people don't consider other OTC medicines they’re taking when they’re choosing an OTC pain reliever. Remind your patients to only take one medicine with acetaminophen at a time: <http://bit.ly/KYD-providers> #KYDpain |
| Twitter |  | .@KnowYourDose tools can help spark conversations w/ patients about #acetaminophen safe use: <http://bit.ly/KYD-order> #KYDpain |
| Facebook |  | Help remind your patients of acetaminophen safe use by displaying these educational materials from Know Your Dose: <http://bit.ly/KYD-order> #KYDpain |
| Facebook (video) |  | Encourage patients to read and follow their medicine labels to avoid accidentally taking two medicines with acetaminophen at once: <http://bit.ly/KYD-providers> #KYDpain |
| Twitter (GIF) |  | Patients don’t always know the potential risks of double dosing on #medicine: <http://bit.ly/KYD-providers> #KYDpain |
| Facebook\* (GIF) |  | Research shows patients don’t always know the potential risks of double dosing on medicine. Remind them to double check their medicine labels to avoid doubling up on acetaminophen: <http://bit.ly/KYD-providers> #KYDpain  <https://media.giphy.com/media/xUA7aRrHsZbzccokko/giphy.gif> |
| Twitter (GIF) |  | Share these 4 #acetaminophen safe use steps with your patients: <http://bit.ly/KYD-facts> #KYDpain |
| Facebook\* (GIF) |  | For patients who use OTCs for relief from cold symptoms or headaches, make sure they know these four safe use steps: <http://bit.ly/KYD-facts> #KYDpain  <https://media.giphy.com/media/3o7bu4bKDwqqmGGz9S/giphy.gif> |