

## May High Blood Pressure Campaign 2019 – Social Calendar to share

Social media assets for AHA/ASA staff can be found in Sprinkler and [here](#).

NATIONAL CENTER DATE/TIME	NAME	CREATIVE	PLATFORM	COPY
FRIDAY MAY 17 <sup>th</sup>  5/17, 7 a.m.	Consumer 1		FB, TW	Want to make sense of your numbers? Head to our new interactive blood pressure tool to find out what they mean for your health. Get smart and gain control at <a href="https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post1consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019">https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post1consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019</a>
5/3 – 5/31	Consumer 2		FB, TW	Feeling puzzled over your blood pressure? Just remember: Systolic is on top and refers to overall circulation pressure. Diastolic is on the bottom and refers to pressure while your heart rests (in between beats, that is). Learn what your reading means for your health at <a href="https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post2consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019">https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post2consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019</a>
5/10, 9 a.m.	Consumer 3		FB, TW	Are you ready to gain control of your blood pressure? Plug your numbers into our interactive blood pressure tool to learn what they say about your heart health and what you can do to be healthier. <a href="https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post3consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019">https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post3consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019</a> Coricidin® HBP, product of Bayer Consumer Health, is a proud supporter of the American Heart Association®.
5/6, 12 pm	Consumer 4		FB, TW	It's National High Blood Pressure Education Month! Do you know what your numbers mean? Make sense of your blood pressure reading at <a href="https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post4consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019">https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post4consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019</a>
5/3 – 5/31	Consumer 5		FB, TW	Both are important, but they mean different things! Your heart rate measures how fast your heart is beating, whereas your blood pressure is a measurement of the force of blood pushing against blood vessel walls. Learn what your blood pressure says about your health at <a href="https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post5consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019">https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post5consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019</a>
5/14, 9 am	Consumer 6		FB, TW	Did you know that nearly 1 in 2 Americans suffer from high blood pressure? And that uncontrolled high blood pressure can lead to heart attack and stroke? Learn what your numbers mean and gain control of your heart health at <a href="https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post6consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019">https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post6consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019</a>

5/3 – 5/31	Consumer 7		FB, TW	With everything we know about prevention, those stats are way too high. Get a better grasp of what your reading means for your health, PLUS learn what you can do to reduce your risk of stroke and heart attack at <a href="https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post7consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019">https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post7consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019</a>
5/22, 1 pm	Consumer 8		FB, TW	So you know your numbers – but now what? Plug them into our interactive blood pressure tool to learn what they mean for your health, PLUS what you can do to improve them. Try it now at <a href="https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post8consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019">https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post8consumer&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019</a> .
5/7 10 Awaiting resize of graphic	HCP		LI	Empower your patients to understand where they stand when it comes to their numbers. Try our new interactive blood pressure tool out so you can share it with your patients. Help them get smart, so they can gain control. <a href="https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post1hcp&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019">https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post1hcp&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019</a> .
(TW Only 5/17 8 am)	HCP		LI	Empower your patients to understand where they stand when it comes to their numbers. Try our new interactive blood pressure tool out so you can share it with your patients. Help them get smart, so they can gain control. <a href="https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post2hcp&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019">https://www.heart.org/en/health-topics/high-blood-pressure/understanding-blood-pressure-readings?utm_source=post2hcp&amp;utm_medium=paid+social&amp;utm_campaign=mayhbpcampaign2019</a>