

Social Media How-To Guide for Practices

INSTRUCTIONS FOR USE

This quick guide explains what's included in the Interventional Glaucoma Month Social Media Kit and how to customize each post with your practice logo. The folder contains all available post options and their corresponding assets.

Each post is its own PowerPoint document. Open the document you wish to post.

1. Place your logo. On the final slide, insert your logo into the designated space that is indicated below (Fig. 1). Ensure your logo is not pixelated and sized appropriately for the space.

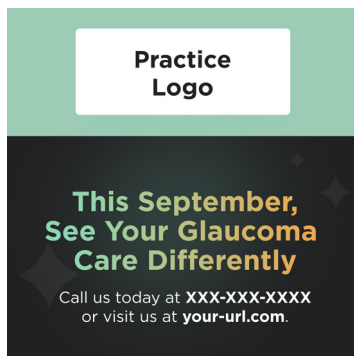
2. Export Slides as Images. Once your logo is in place, go to:

- **File > Export > Change File Type > JPEG File Interchange Format (.jpg)**
- Click **Save As** and choose a location on your device.
- PowerPoint will prompt: "Do you want to export every slide or just this one?"
- Select **Every Slide**

This will create a folder with each slide saved as an individual JPEG image.

3. Create your post. Then post the series of JPEGs that you just exported to your preferred social media platform using the provided post copy (see pages 2-3).

Fig. 1



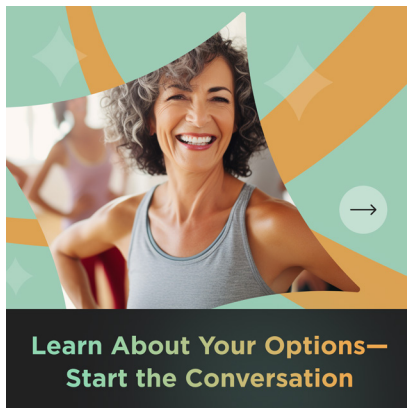
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FRAME 1



FRAME 2



FRAME 3



FRAME 4

CONCEPT #1: INTRODUCE GLAUCOMA MONTH

September is Interventional Glaucoma Month—a time to raise awareness of how glaucoma care is evolving.

If you're living with glaucoma or supporting someone who is, learning about proactive treatment options can help you feel more informed and confident in your care. By asking questions and sharing trusted information, you can also help raise awareness within your community.

Take a proactive role in your glaucoma care.

#InterventionalGlaucomaMonth #GlaucomaAwareness #GlaucomaCare #EyeHealth

INTERVENTIONAL GLAUCOMA MONTH

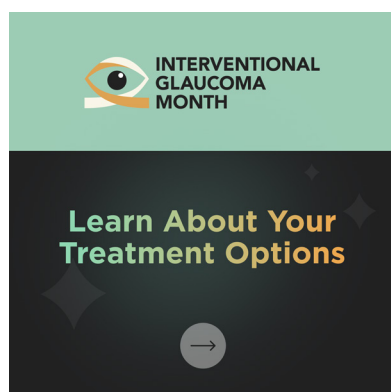
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FRAME 1



FRAME 2



FRAME 3



FRAME 4

CONCEPT #2: CARE BEYOND DROPS

September is Interventional Glaucoma Month—a time to raise awareness of how glaucoma care is evolving beyond daily prescription eye drops.

If you're living with glaucoma, today's treatment options may include medication delivery technologies, laser treatments, and minimally invasive procedures—used alone or alongside prescription drops.

Learning about these options can help you feel more informed and confident when discussing your care. Caregivers and advocates can also help by sharing trusted information and raising awareness in their communities.

Take a more informed look at your glaucoma care. Call us today to learn more about your treatment options.

#InterventionalGlaucomaMonth #GlaucomaAwareness #GlaucomaCare

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STATIC

CONCEPT #3: **START A CONVERSATION**

Awareness becomes action when information is shared.

This September, recognize Interventional Glaucoma Month by learning about evolving treatment options and starting a conversation with us. Sharing trusted information may also help someone else living with glaucoma better understand their options.

Every conversation helps raise awareness and move glaucoma care forward. Call us to schedule your eye exam.

#InterventionalGlaucomaMonth #GlaucomaAwareness #VisionAdvocacy #EyeHealth