

Twitter Chat Promotion & Posts



Measure Up/Pressure Down[®] is hosting a Twitter chat (#HBPchat) alongside campaign partner Million Hearts[®] on Thursday, May 5 from 1-2 p.m. Eastern.

Chat Hashtag: Words after a # symbol are hashtags, which can be used to track conversations or topics on Twitter. You can easily search for hashtags to find information or see which hashtags are trending. Our chat hashtag will be #HBPchat. As you promote and participate in our chat on May 5, be sure to include #HBPchat in your tweets.

Host Handles: We encourage you to follow the hosts on Twitter! Their handles (user names) are:

- @AMGAFhealth (Measure Up/Pressure Down[®])
- @MillionHeartsUS (Million Hearts[®])

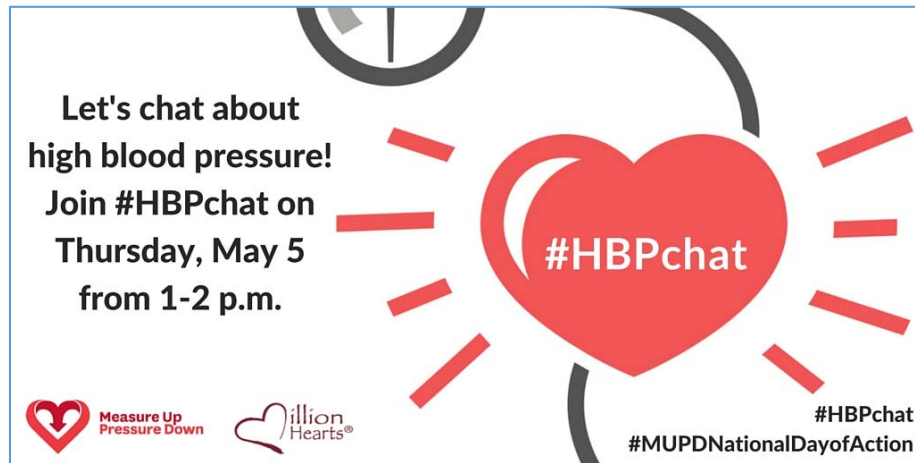
Chat Content: This Twitter chat will engage patients and consumers about high blood pressure. We encourage medical groups, health systems, partners, and other organizations to join and share your insights and resources!

Promotional Tweets: The promotional content below has been created specifically for Twitter – all posts are 140 characters or less and images are sized for Twitter dimensions. JPEG versions of the images can be downloaded at www.MeasureUpPressureDown.com/NDA2016.

- Join @AMGAFhealth and @MillionHeartsUS for a Twitter chat about high blood pressure on May 5 at 1pm EST! #HBPchat
- We're excited to partner with @AMGAFhealth for a # HBPchat 5/5 at 1pm EST. Join us to talk about heart health, HBP & more!
- It's National High Blood Pressure Education Month! Get the facts during #HBPchat. More info: **INSERT IMAGE**
- Do you or a loved one have high blood pressure? Join us for a can't-miss Twitter chat on 5/5 at 1pm EST! #HBPchat

- All the info you need to know about high blood pressure in one place! Join #HBPchat on 5/5. Details: **INSERT IMAGE**
- GIVEAWAY! Participate in the #HBPchat on 5/5 at 1pm to be entered into a giveaway for a free @Withings blood pressure monitor.

Promotional Images: The images below have been formatted and sized for Twitter. These can be used with the tweets above or with original content. JPEG versions can be downloaded at www.MeasureUpPressureDown.com/NDA2016.



Contact Us: For questions or requests, email MUPDNationalDayofAction@amga.org.