

GLAUCOMA Social Media Toolkit



Glaucoma Awareness Month

Introduction

Join the National Eye Health Education Program (NEHEP) of the National Eye Institute (NEI) in increasing awareness of glaucoma during Glaucoma Awareness Month in January.

This social media toolkit provides a variety of resources in English and Spanish, such as Facebook posts, Twitter tweets, infographics, infocards, and videos, for your organization to use as part of your outreach activities during January and throughout the year.

Let's get started!

Why Use Social Media?

Using social media can help your organization:

- Build online communities
- Help important health messages go viral
- Increase engagement with your stakeholders
- Improve branding



Process

Spreading the word about glaucoma is as easy as 1–2–3! NEHEP has developed this easy-to-implement process to help you conduct a successful social media campaign during Glaucoma Awareness Month, or at any time during the year.

Step 1: Define the Problem

Help people understand what glaucoma is and who is at higher risk. Here are the words you should use when discussing glaucoma:

What is glaucoma?

Glaucoma is a group of diseases that can damage the eye's optic nerve and result in vision loss and blindness if left untreated. It is one of the leading causes of blindness in the United States. Primary open-angle glaucoma is the most common form of the disease and often has no warning signs in its early stages.



National Eye Institute



A program of the National
Institutes of Health

Who is at risk?

While anyone can get glaucoma, the following people are at higher risk:

- African Americans over age 40
- Everyone 60 and older, especially Hispanics/Latinos
- People with a family history of glaucoma

Millions of people have glaucoma—2.7 million—and this number will likely reach 4.3 million by 2030. Half of those with glaucoma don't know they have it. The good news is that glaucoma can be detected early through a comprehensive dilated eye exam. Early detection and treatment is the best way to control the disease.

Step 2: Develop the Message

A campaign theme is a message that sets the tone for the individual activities and materials that will be used during the campaign. This year's theme is *Glaucoma Can Take Your Sight Away. Keep Vision in Your Future*. This theme will be woven into articles, resources, and other materials.

You can share eye health messages during Glaucoma Awareness Month and beyond. Post messages on Facebook and Twitter or on your website, or print them in your newsletter or other publications. Here are a few ideas that you can use when developing messages:

- You can have glaucoma and not know it.
- Glaucoma has no warning signs, but early detection can help save your sight.
- If you are at higher risk for glaucoma, get a comprehensive dilated eye exam every one to two years.



Have Questions or Need Help Getting Started?

If you have questions about how your organization can use NEHEP materials as part of your social media program, please contact us at 2020@nei.nih.gov.

Step 3: Disseminate Resources

NEHEP offers a variety of multimedia and traditional educational resources that community organizations and health professionals can use to inform people about glaucoma. These resources help to reinforce the messages in Step 2 and can be used in a variety of ways. In the following sections, you will find samples of these resources and ideas on how to use them.



Facebook

Facebook is a great platform to share information about glaucoma among your followers. Here are some tips to help get you started.

- “Like” the NEHEP Facebook page: www.facebook.com/nationaleyehealtheducationprogram.
- “Like,” share, or comment on the content we post to our page that you or your fans find interesting.
- Tag us using @NEHEP in your posts.

Facebook Tagging Tip

When posting Facebook messages, if you want to tag our page in the messages, please type out “@National Eye Health Education Program” to activate the tagging feature. Copying and pasting the page name may not activate it.

Tips for a Fabulous Facebook Presence

- Focus on educating the public with engaging posts. You’ll get more “likes” on your page if the posts are interesting and include a fun or interesting photo.
- Build your follower base by “liking” organizations and influencers that perform similar work to that of your organization.
- Be sure to keep your organization’s information up to date.



Looking for More?

Additional resources and materials that you can use all year long can be found on the NEHEP Glaucoma Education Program Web page at www.nei.nih.gov/nehep/programs/glaucoma.

Below are some messages you can post throughout Glaucoma Awareness Month. For more posts that you can use all year long, visit www.nei.nih.gov/nehep/programs/glaucoma/social_media.

Facebook Posts

- January is Glaucoma Awareness Month. Get the facts about glaucoma and schedule a comprehensive dilated eye exam to protect your sight. Learn more: www.nei.nih.gov/glaucoma
- Glaucoma has no warning signs, and half of those with glaucoma don't know they have it. But it can be detected early, before noticeable vision loss occurs, with a comprehensive dilated eye exam. Learn more: www.nei.nih.gov/glaucoma
- Celebrate healthy vision during Glaucoma Awareness Month by educating others about this potentially blinding disease that has no early warning signs. Find resources to help raise awareness at www.nei.nih.gov/nehep/GAM
- En este nuevo año, toma las riendas de tu salud. Un examen de los ojos con dilatación de las pupilas puede ayudarte a prevenir la pérdida de visión causada por el glaucoma. Infórmate y toma acción: www.nei.nih.gov/glaucoma/espanol
- Take control of your health in the New Year. A dilated eye exam can help prevent vision loss caused by glaucoma. Learn more and take action: www.nei.nih.gov/glaucoma



Twitter

Use Twitter for immediate engagement with your audience. Users can reply to your tweet with questions, or retweet the messages to their followers. Here are some Twitter tips:

- Follow @NEHEP and retweet posts that you find interesting: www.twitter.com/NEHEP.
- Tag us using @National Eye Health Education Program, or use the #NEHEP4sight hashtag to interact with us.

Get Hip to Hashtags

The hashtag symbol (#) is used to mark clickable keywords or topics in a tweet. Clicking on a hashtag will open a search stream that shows all the tweets related to the topic. This function allows the user to find others talking about the topic and provides an opportunity for you to join the conversation. You can also use the search bar on Twitter to find conversations relevant to a particular keyword or topic. This is a great way to discover new hashtags.

Below are some messages you can tweet throughout Glaucoma Awareness Month. For more tweets that you can use all year long, visit www.nei.nih.gov/nehep/programs/glaucoma/social_media.

Twitter Tweets

- January is **#Glaucoma** Awareness Month. Get the facts about glaucoma & get a dilated eye exam if you're at higher risk. www.nei.nih.gov/glaucoma
- **#Glaucoma** has no warning signs, but it can be detected early with a dilated eye exam. Learn more: www.nei.nih.gov/glaucoma
- Celebrate **#Glaucoma** AwarenessMonth by helping to educate others about glaucoma. Find resources to increase awareness at www.nei.nih.gov/NEHEP/GAM
- Protege tu visión del **#Glaucoma**. Toma el primer paso, ¡infórmate hoy! www.nei.nih.gov/glaucoma/content/spanish/protecting
- Protect your vision from **#Glaucoma**. Take the first step and get informed today! www.nei.nih.gov/glaucoma

What If I've Never Used Pinterest?

If you've ever used a bulletin board, you already know how to use Pinterest. Whenever you find something on the Web that you want to save or share, add it to Pinterest. Your new "pin" will be there whenever you need it, and will always link back to the site it came from. Why not create a board of all your favorite glaucoma resources to share with your community?



Pinterest

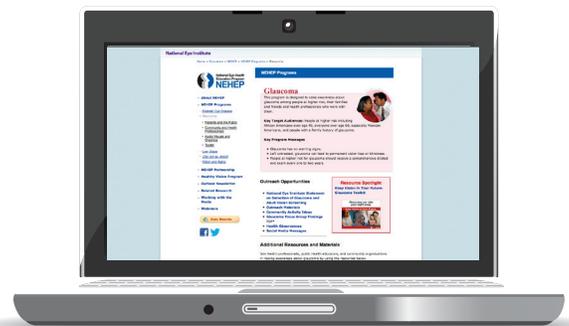
www.pinterest.com/neinih

Follow the NEI Pinterest page for a fresh new way to find and share eye health resources. Our "Glaucoma" board features resources you can use throughout Glaucoma Awareness Month and all year long. Be sure to check out our "Infographics" board for at-a-glance visual representations of eye disease, prevalence rates, and actions that people can take to protect their vision. You can repin or "like" pins we post to our boards, pin content from our website that you find useful, or comment on our pins to let us know what you think of our resources.

Glaucoma Awareness Month Website

www.nei.nih.gov/NEHEP/GAM

This site provides links to resources and offers strategies to help you educate the public about glaucoma. All these resources are free and available for public use. You can also insert the link in your newsletter or other publications or on your website.



Infographics

www.nei.nih.gov/NEHEP/GAM

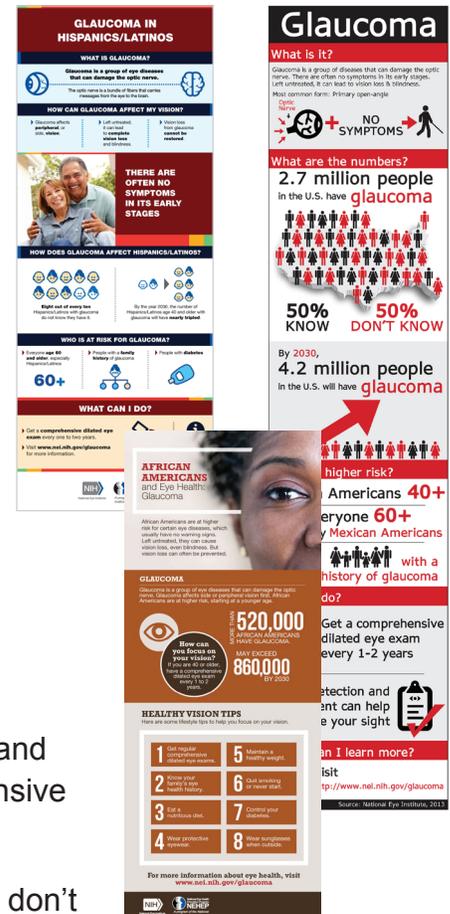
NEHEP offers three types of infographics that can be used to build awareness about glaucoma. The at-a-glance infographics provide information on glaucoma, including its prevalence, who's at higher risk, and what can be done to help prevent vision loss. The Hispanic/Latino infographics focus specifically on Hispanic/Latino audiences, while the last infographic focuses on African American audiences. You can add the graphics to an article, story, newsletter, website, or blog. You can also share them via your social media networks. Most infographics are available in English and Spanish. Here are some suggested messages that can accompany the infographics:

At-a Glance

- Glaucoma often has no early warning signs. It has no symptoms and causes no pain. But it can be detected early through a comprehensive dilated eye exam. Learn more: 1.usa.gov/1dyJq0q.
- Glaucoma has no warning signs, and half of those with glaucoma don't know they have it. Get the facts and schedule a dilated eye exam. Learn more at 1.usa.gov/1dyJq0q.
- Glaucoma can be detected and treated early before noticeable vision loss occurs. Are you at higher risk? Learn more at 1.usa.gov/1dyJq0q.
- ¿Usted o algún ser querido tiene glaucoma? Encuentre las respuestas a sus preguntas sobre las causas, síntomas y tipos de tratamientos en esta infografía: 1.usa.gov/18Kvs6f.
- Do you or a loved one have glaucoma? Get answers to questions about the causes, symptoms, and types of treatment with this infographic: 1.usa.gov/1dyJq0q.

Hispanic/Latino

- #DidYouKnow that eight out of every 10 Hispanics/Latinos with glaucoma don't know they have it? If you're Hispanic/Latino age 60 or older, have a family history of glaucoma, or have diabetes you are at higher risk. Learn more with this infographic: ow.ly/FWOQ7
- ¿Sabía usted que ocho de cada 10 hispanos/latinos con glaucoma no saben que lo tienen? Si es hispano/latino mayor de 60 años, tiene historial familiar de glaucoma o tiene diabetes, usted está en mayor riesgo de tener esta enfermedad. Para aprender más vea este infográfico: ow.ly/FWPd4



- #DidYouKnow that 8 of every 10 Hispanics/Latinos with glaucoma don't know they have it? Learn more with this infographic: ow.ly/FWOQ7
- ¿Sabía usted que ocho de cada 10 hispanos/latinos con glaucoma no saben que lo tienen? Aprenda más sobre el glaucoma: ow.ly/FWPd4

African American

- African Americans are at higher risk for glaucoma, and at a younger age. Glaucoma often has no early symptoms, but it can be detected early with a dilated eye exam and early treatment can help save your sight. Learn more with this infographic: go.usa.gov/Max9
- African Americans 40 and older are at higher risk for glaucoma, but they can protect their sight by having a dilated eye exam. Learn more: go.usa.gov/Max9

Infocards

These infocard graphics provide a snapshot of a single tip, fact, or statistic related to glaucoma. The graphics are best for sharing over social media, but can also be used on a blog, article, story, newsletter, or website. These infocards can be found at: nei.nih.gov/photo/infocards. Here are some suggested messages that can accompany the infocards:



Medicare Benefit

- Help prevent vision loss from glaucoma: Get a dilated eye exam. You may be eligible to have most of the cost of an eye exam paid for by Medicare. Learn more: www.nei.nih.gov/medicare
- Help prevent vision loss from glaucoma: Get a dilated eye exam. Medicare may pay most of the cost: go.usa.gov/6g6T

Dilated Eye Exam

- Glaucoma usually has no early warning signs and half or all people with it don't even know they have it. Don't wait until you notice problems with your vision to see an eye doctor. Get a dilated eye exam. Learn more: www.nei.nih.gov/glaucoma
- Glaucoma usually has no early warning signs. Don't wait until you notice vision problems. Get a dilated eye exam: go.usa.gov/6YpQ

Family Risk of Glaucoma

- If someone in your family has glaucoma, you are at higher risk for the disease. Talk to your relatives and let them know that glaucoma runs in families. Learn more: go.usa.gov/F68e
- If someone in your family has glaucoma, you are at higher risk for the disease. Talk to your relatives. Learn more: go.usa.gov/6gHC



www.youtube.com/user/neinih

In YouTube you can also find:

NEHEP offers videos and recorded webinars for people at risk for glaucoma as well as public health professionals. These can be posted to your website or social media pages to share information that people at risk for glaucoma should know to protect their sight. Sample messages are provided with each video.



Animation: Glaucoma

youtu.be/AdWT11hMtds

This animation explains the causes of glaucoma, a group of diseases that damage the eye's optic nerve.

- [#Glaucoma](https://twitter.com/Glaucoma) can damage the optic nerve. Find out how it can affect your vision with this animation: youtu.be/AdWT11hMtds

Video: Glaucoma

youtu.be/-PDqMNI4TeQ

This video features an eye care provider from NEI explaining glaucoma and describing how to treat it. Send the link for the vodcast to your listserv.

- [#Glaucoma](https://twitter.com/Glaucoma) is 1 of the most common eye diseases in America. Learn more from Dr. Rachel Bishop of the [@NatEyeInstitute](https://twitter.com/NatEyeInstitute): youtu.be/-PDqMNI4TeQ



Sharing Made Simple

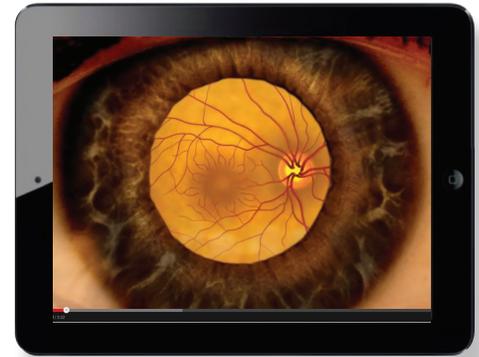
Connect YouTube with your Facebook and Twitter accounts to make sharing videos easy. Click on your username at the top right of YouTube, click on "YouTube Settings," and then "Connected Accounts."

Animation: Comprehensive Dilated Eye Exam

youtu.be/R4kf6Z077eg

This animation explains the importance of a comprehensive dilated eye exam by showing what an eye care professional sees when the eye is dilated.

- Glaucoma usually has no early warning signs. Don't wait until you notice vision problems. Learn more about dilated eye exams: youtu.be/R4kf6Z077eg

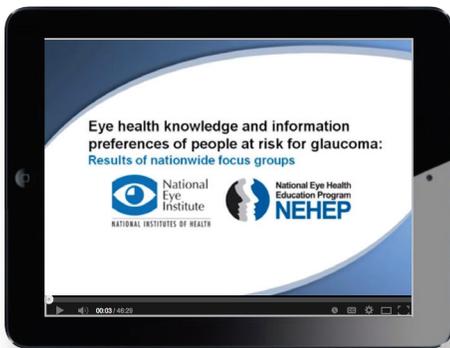


Video: Comprehensive Dilated Eye Exam

youtu.be/CggGEzA9L6A

People can sometimes be uncertain about what a comprehensive dilated eye exam entails. Share this video to help people learn more.

- Not all eye exams are created equal! Ask your eye care pro for a dilated eye exam. Learn more with this video: youtu.be/CggGEzA9L6A



Webinar: Eye Health Knowledge and Information Preferences of People at Risk for Glaucoma: Results of Nationwide Focus Groups

youtu.be/7jqgsLL-N-8

This webinar provides an overview of glaucoma, including people's knowledge about the disease, sources of eye health information, health information preferences of people at higher risk for glaucoma, and facilitators and barriers for comprehensive dilated eye exams. It also describes resources that are available to help educate others about glaucoma.

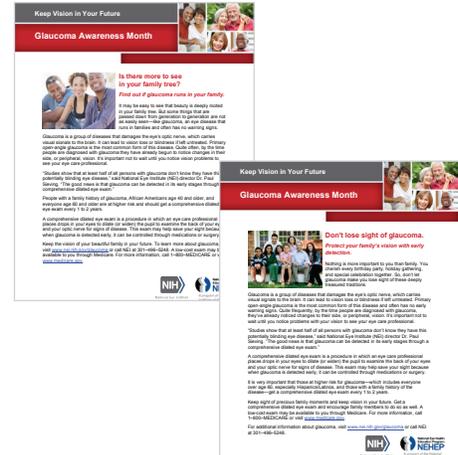
- Check out this free on-demand webinar for information about [#Glaucoma](https://twitter.com/Glaucoma) & what people at higher risk know about it: youtu.be/7jqgsLL-N-8



Drop-In Articles

www.nei.nih.gov/NEHEP/GAM

Available in English and Spanish, these ready-to-use articles provide information on glaucoma and target the general population, as well as African American and Hispanic/Latino audiences. They are ideal for posting on your website, blog, or e-newsletter. You can also share them with your local media.



Media Savvy in Minutes

- If you need help with working with the media to disseminate eye health messages, download the NEHEP booklet [“Tips for Working With the Media”](#)
- Here are some tips on conducting media outreach:
 - o Create a brief pitch to use when contacting media outlets. Angle the pitch as being something interesting and out of the ordinary.
 - o Pitch material that can be used across multiple platforms: print, Web, audio, and video. We recommend using our [drop-in articles](#) and [public service announcements](#).
 - o The more you practice delivering your pitch, the more comfortable you will feel when giving it to a media outlet.

Glaucoma Awareness Month E-Signature

www.nei.nih.gov/NEHEP/GAM

The e-signature is a graphic that highlights Glaucoma Awareness Month that you can insert in your emails to help your recipients get information on glaucoma. Encourage your colleagues and constituents to use it, as well. Just copy and paste the graphic into your email signature.

Web Buttons

www.nei.nih.gov/NEHEP/GAM

Add buttons to your website that link to NEHEP so visitors can find detailed information about glaucoma, comprehensive dilated eye exam, financial assistance for eye care, tips for finding an eye care professional, and more!

Public Service Announcements (PSAs)

www.nei.nih.gov/NEHEP/GAM

Help spread the word about glaucoma and the importance of a dilated eye exam by sharing these messages through your social media networks. The PSAs are available in both English and Spanish.

Educational Resources

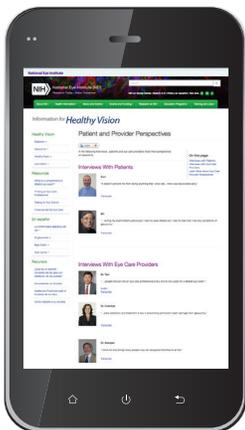
catalog.nei.nih.gov/c-89-glaucoma.aspx

NEHEP offers a variety of resources in English and Spanish for people at risk for glaucoma or those who already have the disease, as well as teaching tools for health and community professionals to use to raise awareness about glaucoma. Order or download these NEHEP resources.

Consumer Website

www.nei.nih.gov/glaucoma

This site is available in both [English](#) and [Spanish](#) and includes information on glaucoma, tips on finding financial assistance for dilated eye exam, and suggestions for finding an eye care professional. Include the link on your educational materials, such as newsletters, websites, or faith-based bulletins.



Podcasts

www.nei.nih.gov/glaucoma/content/english/interview

In these audio interviews, eye care providers and people who have glaucoma discuss populations at higher risk, symptoms, early detection, and treatment. Share these podcasts on your blog or social media pages with this message:

- Many people are living with #glaucoma. Hear how glaucoma has affected their lives: 1.usa.gov/17dLKF9





Flickr

www.flickr.com/photos/nationaleyeyeinstitute

If you're looking for eye-related images to use with your social media posts, on your website, or in your publications, visit the [NEI Flickr page](#). You'll find a variety of photos and illustrations that you can use, including images on eye diseases and conditions, eye diagrams, and images of patient-doctor interaction.

Who Has Permission to Use These Photos?

Permission is granted to use these Flickr photos for educational, news media, or research purposes, provided the source for each image is credited (e.g., "Source: National Eye Institute, 2014"). The images may not be used to promote or endorse commercial products or services.



Get On the List

The mailing list! If you are interested in receiving the latest NEHEP updates, including our e-blasts, please subscribe to our *Outlook* newsletter by visiting www.nei.nih.gov/nehep/Newsletter.

We hope these resources help increase your capacity to raise awareness about glaucoma. Together, we can spread the word and help encourage people at higher risk for glaucoma to keep vision in their future.

Thank you for all your efforts!



National Eye Institute



A program of the National Institutes of Health