

GLAUCOMA AWARENESS MONTH

Social Media How-To Guide

LIVING WITH
GLAUCOMA

INSTRUCTIONS FOR USE

This quick guide walks you through what's included in the **Glaucoma Awareness Month Social Media Kit** and how to use the assets — whether you prefer to post as-is or personalize the content with your practice logo.

There are two main folders, **“Customizable”** and **“Non-Customizable”**. Within each of these folders contains the assets for each of the post options to choose from.

TO USE NON-CUSTOMIZABLE POSTS

Post the series of jpgs contained within their corresponding folder to your preferred social media platform.

TO USE CUSTOMIZABLE POSTS

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

PROGRESSION 1



PROGRESSION 2/3



DROP DIFFICULTIES 1



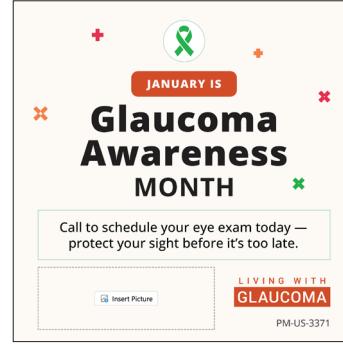
DROP DIFFICULTIES 2

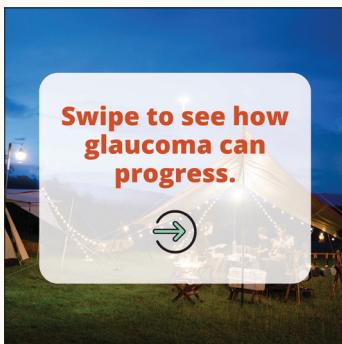


TAKE CONTROL



GLAUKOS AWARENESS MONTH



PROGRESSION 1

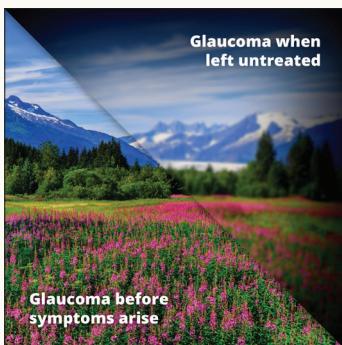
Did you know that glaucoma is a lifelong, progressive disease? Even if you aren't noticing symptoms, the disease could be getting worse.

Glaucoma damages the optic nerve gradually over time. It progresses slowly and quietly, leading to patients potentially not noticing changes until vision is permanently lost.

But with early detection and a proactive treatment plan that patients can stick with, we can help preserve your vision and quality of life.

Don't wait until it's too late to protect your vision. Call us today to discuss proactive glaucoma treatment options.

#GlaucomaAwareness #SaveYourSight #PreventBlindness #EyeHealth #RoutineEyeExams

PROGRESSION 2

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PROGRESSION 3

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DROP DIFFICULTIES 1

If you find glaucoma prescription eye drops uncomfortable or overwhelming, you are not alone.

Research shows that more than 90% of patients don't take their glaucoma exactly as prescribed and nearly 50% stop taking these medications within 6 months.¹ This can lead to an increased risk of permanent vision loss.

Fortunately, eye drops aren't the only option. Interventional glaucoma treatments may reduce reliance on prescription eye drops, limiting side effects and difficulties, while helping to prevent disease progression and permanent vision loss.

Don't wait until it's too late to protect your vision. Call us to schedule a comprehensive eye exam and talk with our team about a treatment plan that's right for you.

#GlaucomaAwareness #SaveYourSight #PreventBlindness #EyeHealth #RoutineEyeExams

Reference: Nordstrom BL, et al. Am J Ophthalmol. 2005;140(4):598-606. doi:10.1016/j.ajo.2005.04.051

DROP DIFFICULTIES 2



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TAKE CONTROL



Approximately 12 million Americans are living with glaucoma today. Because the disease often has no symptoms in its early stages, many may not realize they are affected. It progresses slowly, often without symptoms, and can lead to permanent vision loss.

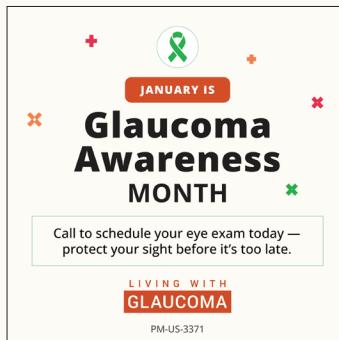
That's why routine eye care matters. A comprehensive eye exam can detect glaucoma early, help catch signs of progression, and inform a proactive treatment plan.

This Glaucoma Awareness Month, take control of your vision health. Call us today to schedule your eye exam.

#GlaucomaAwareness #SaveYourSight #PreventBlindness #EyeHealth #RoutineEyeExams

Reference: Market Scope. 2024 Glaucoma Pharmaceutical Report.

GLAUCOMA AWARENESS MONTH



Did you know January is Glaucoma Awareness Month?

Glaucoma is a leading cause of blindness worldwide and a lifelong, progressive disease. It often has no early warning signs. Many people don't realize their vision is at risk until permanent vision loss has already occurred.

That's why regular, comprehensive eye exams are so important. Early detection allows us to monitor changes, take proactive steps, and help protect your vision before it's too late.

This Glaucoma Awareness Month, schedule your eye exam and take an important step toward preserving your vision for years to come. Call us today!

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