

## Sample Social Media Posts

### Twitter

1. April 1 means it's officially Foot Health Awareness Month! Follow along as #TodaysPodiatrist takes you behind the scenes from the exam room to the OR. Visit [www.apma.org/foothealth](http://www.apma.org/foothealth) now for a wide range of foot and ankle resources! #OperateLikeaDPM
2. #OperateLikeaDPM means caring for each patient as an individual. #TodaysPodiatrist will determine the best treatment for your foot and ankle needs, whether it's conservative care or surgery. Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)
3. Pains, sprains, or fractures of the foot and ankle are no match for #TodaysPodiatrist. #FindaDPM near you at the first sign of discomfort! Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)
4. Podiatrists #OperateLikeaDPM by providing foot and ankle care from start to finish. Visit [www.apma.org/foothealth](http://www.apma.org/foothealth) and learn about how #TodaysPodiatrist can keep patients on their feet!
5. #TodaysPodiatrist may treat bunions by removing the bony enlargement and restoring the normal alignment of the toe joint, helping to relieve pain. Read: [www.apma.org/foothealth](http://www.apma.org/foothealth). #OperateLikeaDPM
6. According to data from @CMS, surgery to repair hammertoes is one of the most common procedures podiatrists perform. #TodaysPodiatrists assess patient needs and #OperateLikeaDPM by providing care that's tailored to you! Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)
7. If you suffer from diabetes, #TodaysPodiatrist is here to help! Podiatrists examine all treatment options to spare limbs and save lives! #OperateLikeaDPM Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)
8. Do you want a career in health-care that allows for long-term relationships with patients and treatment options ranging from conservative care to surgery? Learn how to #OperateLikeaDPM @podmedcolleges.
9. Achilles tendinitis, or an inflammation of the Achilles tendon, is one of the most common causes of foot or ankle pain. When necessary, #TodaysPodiatrist may #OperateLikeaDPM by shortening or lengthening the tendon to treat tears or chronic conditions. Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)

### Facebook

1. As the calendar flips to April, National Foot Health Awareness Month begins! Follow us all month long as we take you behind the scenes with Today's Podiatrists. Learn how they #OperateLikeaDPM by identifying the individual treatment plan that's best for every patient. Visit and bookmark [www.apma.org/foothealth](http://www.apma.org/foothealth) for a plethora of resources!
2. When it comes to the foot and ankle, Today's Podiatrist does it all. Treatments include conservative methods and surgical techniques. Find out how podiatrists #OperateLikeaDPM. Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)

## TODAY's podiatrist

3. Pains, sprains, or fractures of the foot and ankle are no match for Today's Podiatrist. From start to finish, podiatrists are the foot and ankle experts! #OperateLikeaDPM Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)
4. Although bunions tend to run in families, it is the foot type that is passed down—not the bunion. Today's Podiatrist may treat the condition by removing the bony enlargement and restoring normal alignment of the toe joint to relieve pain. Read how Today's Podiatrists #OperateLikeaDPM: [www.apma.org/foothealth](http://www.apma.org/foothealth)
5. Research suggests hammertoe repair is one of the most common surgeries Today's Podiatrist performs. If your shoes are causing pain at the top of the bent toe, find a podiatrist today. #OperateLikeaDPM Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)
6. If you have diabetes, Today's Podiatrist is here to help! Podiatrists examine all options, from conservative care to surgery, to spare limbs and save lives! #OperateLikeaDPM Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)
7. Have pain in the foot that just won't heal? It may be a sign of a complex health issue. Today's Podiatrists are specially trained to treat any condition affecting the foot or ankle. #OperateLikeaDPM Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)
8. If alleviating pain is a personal passion, discover podiatric medicine. Today's Podiatrists improve patients' quality of life through conservative and surgical treatments. #OperateLikeaDPM Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)
9. Achilles tendinitis, or an inflammation of the Achilles tendon, can cause chronic pain if you don't address it quickly. Today's Podiatrist may #OperateLikeaDPM to mitigate the complications. Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)

### LinkedIn

1. National Foot Health Awareness Month has arrived! Follow us all month long as we tell the story of #TodaysPodiatrist, from exam room to OR! Act now and bookmark [www.apma.org/foothealth](http://www.apma.org/foothealth) for a variety of helpful resources.
2. When it comes to the foot and ankle, #TodaysPodiatrist does it all, from conservative care to surgical procedures. Podiatrists treat every patient as individual, developing a treatment plan that's right for them. Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)
3. Podiatrists are specially trained to treat any condition affecting the foot and ankle—including common injuries like sprains and fractures. Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)
4. Today's Podiatrists #OperateLikeaDPM by identifying early signs of larger health issues. High-risk patients and those with chronic conditions should #includeaDPM for life-saving and limb-sparing care! Learn more: [www.apma.org/foothealth](http://www.apma.org/foothealth)
5. Have foot or ankle pain that just won't go away? It may be a sign of a complicated health issue. Today's Podiatrists #OperateLikeaDPM by getting patients the individual care they need! Read: [www.apma.org/foothealth](http://www.apma.org/foothealth)