

American Physical Therapy Association turns 100

“Physical Therapy Helped Me...” Campaign



Campaign Overview

An exciting new (and easy) social media campaign to celebrate the achievements of our profession, bring awareness to the ways we help our patients achieve their goals, and in doing so, educate the public about the breadth of our practice. We'll work to empower our patients to share their "How Physical Therapy Helped Me" story on social media.

Why Should You Get Involved?

Social Media is a fast and effective way to reach a large audience. By empowering your patients to share their success story on social media, tagging you or your practice in the process, their posts (and you / your practice) is exposed to new audiences – their friends and followers.

Word of mouth drives [20 to 50 percent](#) of purchasing decisions. When you get people talking about your practice on social media, you build brand awareness and credibility, and set yourself up to gain future patients.

You don't need to be a social media expert to participate or benefit from this campaign.

This campaign is inclusive of all PT settings: Acute Rehab, SNF, Hospital Based Outpatient, Sports/Ortho

I'm Sold - How Do I Get Started?

Talk to your patients. See if your patient would be interested in sharing their story on social media? Don't forget - patient enthusiasm matters.

- Do you have a patient who can now perform an activity they used to be unable to perform?
- Is there a patient you work with that is really excited about working with you?

Print out the brag board slide (slide 5); have your patient fill in the box and take a picture, or selfie, holding the completed brag board.

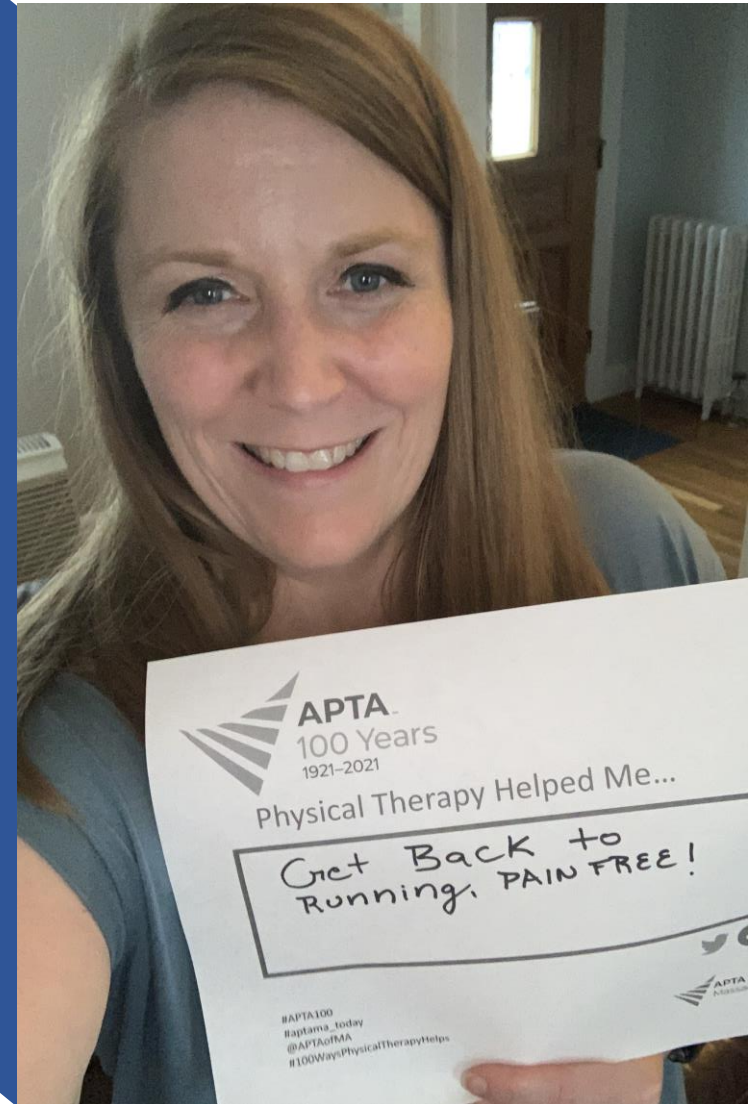
Ask the patient to share the picture to their preferred social media account. They can (and should) provide more content in the post language, making sure to tag you/your office and include the **#APTA100** hashtag.

- Remember that patients build relationships with their therapist(s) and may want to tag you. Express your desire to be included or excluded to your patient.

Once you've seen a patient share their story, ask them if you can reshare.

IMPORTANT: There is no pressure for patients to participate and we must respect HIPAA.

Remember: Cast a wide net when thinking of patient success stories. Functional skill improvement can make a big impact on a patient.



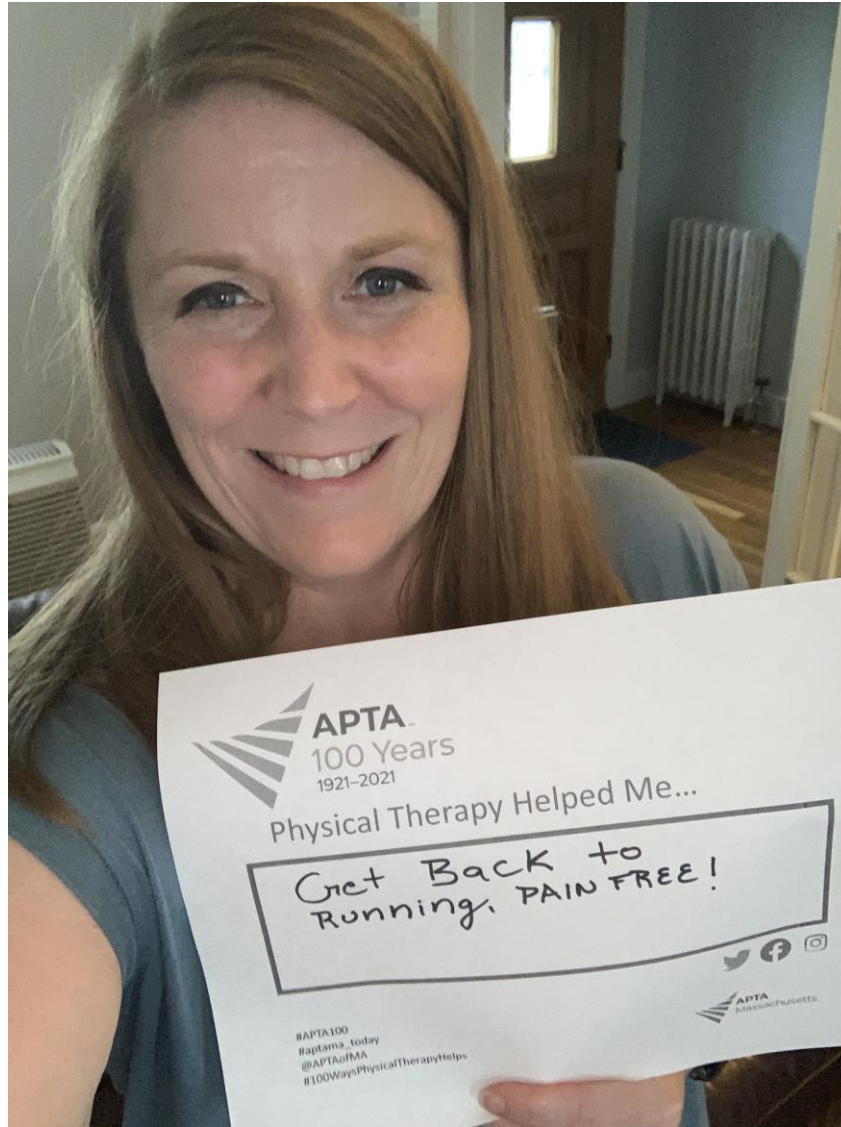


Physical Therapy Helped Me...



#APTA100
#aptama_today
@APTAofMA
#100WaysPhysicalTherapyHelps





Take a
picture
with your
brag board

Post to Social Media

- First, take a picture, utilize the filter of your choice, click next.
- This post is to Instagram, notice you can turn on the radio box to share to your Facebook, Twitter, or Tumblr
- In this post **@apta100** and **#apta100** are tagged
- Finally, share the post

