



**APRIL - JUNE 2018 CAMPAIGN**



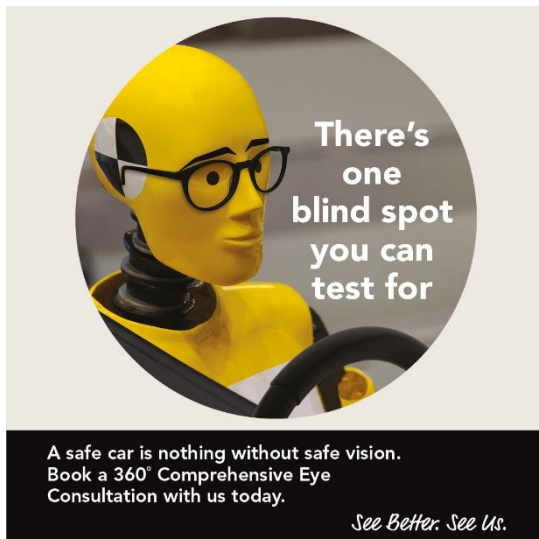
## Facebook Posts

Facebook posts have the most success when they are related to your individual practice and services. The Facebook posts below are examples; however, it is important for you to add your own personal feel to all the posts below. The Facebook posts and messages should communicate your practices strengths and relate to your branding. A fun tip: take photos of your staff in the same setting as the images below.

Your Facebook post should include the image displayed in this instruction sheet, which you can locate in the drop box in the Facebook Post folder. It should also include a personalised version of the suggested caption text. It is important for social media to make every post unique to your practice, your branding and your services.

### UNBOOSTABLE FACEBOOK POSTS

Facebook images can only be boosted if they have less than 20% text on the image. As our campaigns are based on text messaging our campaign window display imagery cannot be used for boosting on Facebook. The image below can be used on your Facebook business page but cannot be used for boosting or advertising.



## BOOSTABLE FACEBOOK POSTS

Boosting a post places your message higher up in you fans News Feed, so there's a better chance your audience will see them. For a post to be boosted the image needs to have less than 20% text. Please use the images below for posting and boosting on your business page. (if you are after website advertising or Facebook advertising images please go to the drop box)

### General Messages to be used with images below

**CAPTION:** Did you know that vision is the most important sense for making decisions on the road? Come in practice or make an appointment because a safe car is nothing without safe vision.

**CAPTION:** Our safety and the safety of our loved ones on the road is so important to us. Come in practice or make an appointment because a safe car is nothing without safe vision.

**CAPTION:** As drivers, we're focused on our car's safety features. We often forget that a major factor in our safety is us! Your vision is the most important sense for making decisions on the road. Make sure you have a regular eye examination for your safety on the road.

**CAPTION:** Poor vision is a contributor to crash risk. The good news is every driver can lower their risk on the road by making sure their eyes are up to the task. Book your next appointment today.

### ALL Images

