**Avive Social Posts and Copy**

Posting accounts are welcome to mix and match graphics and copy for more most relevant messaging. Graphics may be posted individually or as a multi-photo post. Additionally, CHW members are welcome to post organic content (I.E., customers with Avive) with generic or congratulatory content.

Per Avive: “Please mention and tag @AviveSolutions in any social media posts! We would love to reshare and help amplify the wonderful work your community is doing to save more lives from Sudden Cardiac Arrest.”

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| **Social Media Copy** *Note: X [formerly Twitter] posts will need edited to meet character limit criteria* |
| *Copy 1*  80% of cardiac arrests occur in a home setting. Are you prepared? Introducing Avive, a revolutionary AED that is perfect for homes. Not only is it affordable, but it’s connected to 911, which means the Avive AED can alert owners to nearby cardiac emergencies, lead them to the scene using Google maps and coach them through CPR and AED use until first responders arrive.  To learn more about Avive (@avivesolutions) and AED purchase, visit <https://www.fmchealth.org/avive-aed-program/> |
| *Copy 2*  Cardiac arrest is the leading cause of death for athletes. Is your child’s sports team prepared? Introducing a new AED that is small, lightweight, and affordable – perfect for youth sports leagues or on-the-go teams!  To learn more about Community Heart Watch, training CPR opportunities and Avive AED availability, visit <https://www.fmchealth.org/community-heart-watch/> |
| *Copy 3*  [*Insert organization name*] would like to share a way for our community to help save a life in the event of cardiac arrest. A new AED called Avive is an inexpensive automated external defibrillator that fits easily into a backpack or purse, making it perfect for travel or peace of mind at home.  To learn more about Avive (@avivesolutions) and AED purchase, visit <https://www.fmchealth.org/avive-aed-program/> |
| *Copy 4*  Avive AED is changing the way family, friends and community members care for each other. Connected to a network of hometown heroes, these devices can alert and guide you to the scene of a nearby cardiac arrest.  Are you ready to save the life of a neighbor?  To learn more about Avive’s special features and AED purchase, visit <https://www.fmchealth.org/avive-aed-program/> |
| *Copy 5*  Help us save lives from sudden cardiac arrest with @avivesolutions! More Avive Connect AEDs in [*insert service area name*] means a larger network of community and first responders ready to step up in the event of cardiac arrest.  To check out the power of AED connectivity and community engagement in the effort to save more lives from cardiac arrest, visit <https://www.fmchealth.org/community-heart-watch/> |
| *Copy 6*  The first few minutes of intervention are critical to saving a life threatened by sudden cardiac arrest. [*Community name*] is one step closer to giving citizens the necessary tools to offer local victims of cardiac arrest lifesaving help before EMS arrives at an emergency.  The first [*number of devices*] of eventually [*number of devices*] Avive Connect Automated External Defibrillators (AEDs) are now live in the community.  To learn more about Avive (@avivesolutions) and AED purchase, visit <https://www.fmchealth.org/avive-aed-program/> |
| *Copy 7*  Lightweight and portable, the Avive AED fits perfectly in backpacks, duffel bags and purses. Whether you are going for a hike, attending a sporting event, or running daily errands, you can have peace of mind and the power to save lives from cardiac arrest with this affordable device.  To learn more about Avive’s special features and AED purchase, visit <https://www.fmchealth.org/avive-aed-program/> |