



Speech-Language &  
Audiology Canada  
Communicating care



## SAC's Social Media Toolkit

Included in this toolkit:

1. Pre-crafted social media post examples
2. Graphics to be used on social media
3. Hashtags to follow and use in your posts
4. Links to download resources
5. Links to SAC's social media accounts and websites

### 1. Pre-Crafted Social Media Posts (Examples)

#### ***Example #1***

Facebook/LinkedIn/Instagram –

Do you know anyone who is living with aphasia? It can be isolating. Aphasia, a communication disorder affecting more than 100,000 Canadians may impact a person's ability to speak, understand words, read and write. Speech-language pathology services are crucial in helping those living with aphasia. Learn more → <https://speechandhearing.ca/what-is-aphasia/> #communicateawareness #aphasia #stroke

Twitter –

Did you know? Living with aphasia can be isolating. Aphasia may impact a person's ability to speak, understand words, read and write. Speech-language pathology services are crucial in helping those living with aphasia. Learn more → <https://speechandhearing.ca/what-is-aphasia/> #communicateawareness

#### ***Example #2***

Facebook/LinkedIn/Instagram –

Did you know that S-LPs are essential members of education teams? Assisting students with reading, writing, speaking, listening, social skills and more, S-LPs play a critical role in supporting academic success, as well as the social and emotional well-being of students. Learn more about the crucial role of S-LPs in schools → <https://speechandhearing.ca/the-role-of-speech-language-pathologists-in-schools-2/> #communicateawareness #schoolbasedSLP



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### **Example #3**

Facebook/LinkedIn/Instagram –

A sudden change in hearing should not be taken lightly – it's crucial to seek medical attention right away and visit an audiologist to assess your hearing. SSNHL is the rapid, unexplained loss of hearing, usually over 3 days or less. Learn more → <https://speechandhearing.ca/what-is-sudden-sensorineural-hearing-loss-ssnhl/> #communicateawareness #SSNHL #SuddenHearingLoss

Twitter –

A sudden change in hearing should not be taken lightly – it's crucial to seek medical attention right away and visit an audiologist to assess your hearing. SSNHL is the rapid, unexplained loss of hearing. Learn more → <https://speechandhearing.ca/what-is-sudden-sensorineural-hearing-loss-ssnhl/> #communicateawareness #SSNHL

### **Example #4**

Facebook/LinkedIn/Instagram –

Did you know? Audiologists are hearing health professionals with specialized training to assess and treat a broad range of hearing and balance disorders in people of all ages. Audiologists help your hearing health through assessment, hearing aid fitting, rehabilitation, counseling and more. Find out why your ears deserve an audiologist → [https://www.sac-oac.ca/sites/default/files/resources/Audiology\\_info\\_sheet\\_EN.pdf](https://www.sac-oac.ca/sites/default/files/resources/Audiology_info_sheet_EN.pdf) #communicateawareness #hearingloss #audiology

Twitter –

Did you know? Audiologists are hearing health professionals with specialized training to assess and treat a broad range of hearing and balance disorders in people of all ages. Find out why your ears deserve an audiologist → [https://www.sac-oac.ca/sites/default/files/resources/Audiology\\_info\\_sheet\\_EN.pdf](https://www.sac-oac.ca/sites/default/files/resources/Audiology_info_sheet_EN.pdf) #communicateawareness



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### **Example #5**

Facebook/LinkedIn/Instagram –

Have you heard? In March 2021, the @WHO launched the first-ever World Report on Hearing! The report outlines a public health approach to making ear & hearing care accessible for all. It also provides clear directives for H.E.A.R.I.N.G. interventions that must be prioritized and delivered through strengthened health systems. Learn all about the World Report on Hearing → <https://www.sac-oac.ca/news-events/events/sac-audiology-event-webcast-can-we-realize-goal-hearing-care-all-what-world> #communicateawareness #hearingcare

Twitter –

In March 2021, the @WHO launched the first-ever World Report on Hearing! The report outlines a public health approach to making ear & hearing care accessible for all. Learn all about the World Report on Hearing → <https://www.sac-oac.ca/news-events/events/sac-audiology-event-webcast-can-we-realize-goal-hearing-care-all-what-world> #communicateawareness #hearingcare

### **Example #6**

Facebook/LinkedIn/Instagram –

Given that more than two-thirds of people who have had a stroke experience communication and/or swallowing difficulties, speech-language pathology services are crucial to stroke rehabilitation. Communication and swallowing difficulties are usually most severe immediately after the stroke and often improve over time with the help of an S-LP. Learn more → <https://www.sac-oac.ca/sac-resource-page-stroke-awareness> #communicateawareness #stroke

Twitter –

Given that more than two-thirds of people who have had a stroke experience communication and/or swallowing difficulties, speech-language pathology services are crucial to stroke rehabilitation. Learn more → <https://www.sac-oac.ca/sac-resource-page-stroke-awareness> #communicateawareness #stroke



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2. **Graphics** (to download, click the desired image, and then right-click and select “Save Image As” when it opens in your browser)



### E-Signature



#### Instructions for Adding the E-Signature to your Outlook Signature

1. Please copy the graphic to the left.
2. Open your e-signature editor (File > Options > Mail > Signatures)
3. Select your current signature to edit.
4. Paste the graphics below your email signature
5. Click “OK” or “Save”
6. Ensure that your signature was updated and that the image remained hyperlinked.

### 3. Hashtags to Use & Follow

#communicateawareness  
#slpeeps  
#slp2b  
#audpeeps  
#aud2b  
#aphasia  
#stroke  
#SSNHL  
#SuddenHearingLoss  
#SchoolBasedSLP

### 4. Resources

#### 2021 Resources



**Aphasia is a communication disorder that often results from stroke.**

People with aphasia know more than they can say.

Aphasia can be isolating. It may affect:

- Speaking
- Understanding words
- Reading
- Writing

Over 100,000 Canadians live with aphasia.

Speech-language pathologists help people with aphasia connect with others and participate in everyday life.

To learn more, please visit [www.sac-oac.ca](http://www.sac-oac.ca)

[Aphasia Poster](#)



**What is SSNHL ?**

**Sudden Sensorineural Hearing Loss (SSNHL)** is the unexplained, rapid loss of hearing, usually over 3 days or less. SSNHL often only affects one ear. It can affect 27 per 100,000 people annually.

In addition to the hearing loss, people with SSNHL often experience feelings of:

- Ear-Fullness
- Dizziness
- Tinnitus

A sudden change in hearing should not be taken lightly - seek medical attention right away and visit an audiologist.

While most times the cause of SSNHL remains unknown, known causes include: viral infections, head trauma, autoimmune disease, medications, specifically those used to treat cancer and severe infections, blood circulation issues, neurological disorders such as multiple sclerosis, and inner ear diseases such as Ménière's.

Treatment options can include oral corticosteroids, hyperbaric oxygen therapy, or injecting corticosteroids directly into the ear drum.

**Seek Medical Attention**

Seeking immediate medical attention is crucial. 13 to 21 people with SSNHL may fully or partially recover within one or two weeks but delaying diagnosis and treatment decreases these chances.

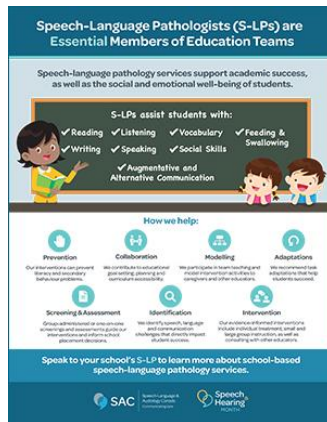
A hearing evaluation by an audiologist should be performed as soon as possible to confirm diagnosis. Ongoing monitoring of hearing is also recommended. SSNHL can have significant impacts on mental health and quality of life.

Audiologists can work with individuals with SSNHL to manage ongoing symptoms. Audiologists can offer several rehabilitative measures, including:

- Ongoing monitoring of hearing and balance
- Provision of technology (including hearing aids, assistive listening devices and sound generators) to help manage symptoms
- Counselling and education
- Audiologists provide rehabilitation therapies
- Tinnitus evaluation and management

Find an audiologist near you at: [www.sac-oac.ca](http://www.sac-oac.ca)

[Sudden Sensorineural Hearing Loss Info-Sheet](#)



[S-LPs in Schools Info-Sheet](#)



[Communication Health Assistants Poster](#)

### Past Resources

For past resources, please refer to our [Resources Toolkit](#).

## 5. SAC's Websites & Social Media Accounts

### Websites

- [Speech-Language & Audiology Canada Website](#)
- [Speech & Hearing Month Website](#)
- [SAC's Communiqué Blog](#)

### Social Media Accounts

- [Facebook - @SAC.OAC](#)
- [Twitter - @SAC\\_OAC](#)
- [Instagram - @sacoac](#)
- [LinkedIn - @Speech-Language & Audiology Canada](#)