

# Electrophysiology Media Toolkit

With a combined 3 billion monthly active accounts on Facebook, Twitter and LinkedIn, having a social media presence is crucial in driving your success as a thought leader in electrophysiology. In addition, healthcare professionals and patients continue to seek information from traditional media outlets such as online/print publications and broadcast television.

Whether it's strengthening your presence on social media and/or initiating conversations with local media reporters around AFib Awareness Month and beyond, the materials in this toolkit were created to help drive interest in AFib and highlight electrophysiologists as experts in treating the disease, on social media and traditional media.

1

Check out the [Social Media Best Practices](#) to kick-start your presence online by creating profiles on channels such as Twitter, Facebook and LinkedIn. To boost your visibility, create content calendars and start posting regularly from these channels using the [Template Social Content](#) provided in this toolkit.

2

To bring awareness to your practice locally, use the [Traditional Media Best Practices](#) to find and make a list of local reporters to help drive media relations efforts throughout the year.

3

Customize the [Media Pitches](#) within this toolkit and reach out to key reporters. The more tailored the pitch, the better. Patient stories are always a great addition!

4

Schedule and participate in interviews with local reporters using the [Media Q&A](#). Provide media with the [Fact Sheet](#) to educate on AFib and catheter ablation.

5

Follow up with media after each interview to see when the segment/article will air/post. Continue to build relationships with reporters by regularly following up.

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By utilizing this toolkit, you're bringing local awareness to AFib and ultimately helping find new patients to treat.

All materials in this toolkit are available to download [here](#).

For questions about how to use these materials, please [contact us](#) or reach out to Biosense Webster, Inc.

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## Traditional Media Materials

- Traditional Media Best Practices
- Media Pitches
- Media Q&A
- Fact Sheet

## Social Media Materials

- Social Media Best Practices
- Template Social Content
  - Social Content – For EPs
  - Social Content – For Patients

## Other Materials

- Newsletter Template
- References