



## Social Media Guide

February is American Heart Month – a time to highlight pediatric cardiomyopathy because kids get heart disease too. Whether you're a parent, health professional or heart advocate, sharing your experience and perspective leads to greater awareness and involvement.

This guide helps you spread awareness about pediatric cardiomyopathy, a rare and often overlooked heart disease in children. It offers posting tips and customizable content, not only for social media but to effectively engage reporters. Personalize the content to connect authentically with your audience.

### Social Media Tips

Follow these posting tips throughout the month of February to generate interest in pediatric cardiomyopathy. For all downloadable resources, please visit our [American Heart Month webpage](#).

- **Attach an image to your post** – Use our American Heart Month [social media graphics](#) to add visual interest to your social media post. Or create a Heart Kid or Heart Month Activity image using our Heart Month [social media photo frames](#).
- **Add your story** – Make your post personal with information about your journey with cardiomyopathy. Here are some prompts for consideration:
  - How and when was your child diagnosed?
  - How do you feel about your child's diagnosis?
  - How have you coped with your child's chronic condition?
  - How has your child's diagnosis affected your family?
- **Use the official hashtags** – Include #AmericanHeartMonth, #KidsHeartMonth, #GoRedForKids, #PediatricCardiomyopathy in all your Facebook, X, LinkedIn, and Instagram posts to make it searchable and easy to share with others.

- **Follow us** – Follow the Children’s Cardiomyopathy Foundation (CCF) on social media @CCFheartkids and tag CCF in your posts using the profile @CCFheartkids.
- **Engage with your followers** – Respond to followers who may have questions and comments about your post. This helps to start new conversations and broadens your message.
- **Use your network** – Tag your friends and community contacts with your message and ask them to join you in spreading the word and raising funds to help advance the field. Ask them to follow @ccfheartkids and include a [donation link](#) to CCF. Or add a Facebook or Instagram fundraiser to your profile for American Heart Month.

## Social Media Graphics & Fact Sheet

We've designed social media graphics and a pediatric cardiomyopathy fact sheet to educate and engage your audience. These shareable, printable tools highlight key facts and can be used for social media, emails, and your website. Download and share them today!

- [Pediatric Cardiomyopathy Fact Sheet](#)
- [American Heart Month Social Media Graphics](#)
- [American Heart Month Social Media Photo Frames](#)

## Customizable Social Media Posts

Below are some sample social media posts that you can customize for easy sharing during American Heart Month. Include one of our social media graphics or pediatric cardiomyopathy fact sheet to drive the conversation. Personalize your post by sharing your experience with pediatric cardiomyopathy. Your unique story is key in highlighting this serious heart disease that affects thousands of children.

### Facebook/Instagram Posts

- #PediatricCardiomyopathy is often a progressive heart disease. Because symptoms vary, it’s not always detected or treated. Learn more about this disease of the heart muscle and join me in educating others: [bit.ly/AboutPCM](https://bit.ly/AboutPCM) #AmericanHeartMonth, #GoRedForKids, #KidsHeartMonth, #PediatricCardiomyopathy

- It's American Heart Month! Let's shine a light on children living with cardiomyopathy. Pediatric cardiomyopathy is rare and affects approximately 1 in 100,000 children under 18 years old. Get the facts on #PediatricCardiomyopathy and share: [bit.ly/ccfheartmonth](https://bit.ly/ccfheartmonth) #AmericanHeartMonth, #GoRedForKids, #KidsHeartMonth, #PediatricCardiomyopathy
- Did you know that cardiomyopathy is a leading cause of heart failure and sudden cardiac arrest in the young? Know the symptoms and share with others to increase awareness of #PediatricCardiomyopathy during American Heart Month: [bit.ly/SignsofPCM](https://bit.ly/SignsofPCM) #AmericanHeartMonth, #GoRedForKids, #KidsHeartMonth, #PediatricCardiomyopathy

#### X Posts

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#### Educational Webinars

Help your family and community understand this important heart condition by exploring our expert-led webinar library. From diagnosis to daily management, our comprehensive sessions cover everything families need to know. Watch and share these valuable resources [here](#).

#### Family Community

CCF Connect is our virtual community for registered family members to share information, ask questions, and offer emotional support. We encourage our members to use this online platform to get informed, connected, and involved at the community level. To join, register with CCF [here](#).