# National Eye Institute (NEI)/NEHEP

## Vision Rehabilitation Social Media Promotion Toolkit

### Overview

The National Eye Institute (NEI) is launching a campaign to promote vision rehabilitation resources — which can help people with a visual impairment make the most of their vision and learn skills to stay independent. As part of this campaign, NEI is promoting resources for:

* Health care providers who see patients with a visual impairment — including ophthalmologists, optometrists, and primary care providers (e.g., physicians, nurse practitioners, and physician assistants)

Consumers — specifically people who have a vision impairment who might benefit from vision rehabilitation

To help reach these priority audiences, NEI is asking that partners promote vision rehabilitation resources. In this document, NEI has included social media posts and graphics that partners may use to help share information with both health care providers and consumers on Twitter, Facebook, and LinkedIn.

### Health Care Providers

#### Graphic 1

##### Accompanying Social Media Posts

###### Twitter

* #VisionRehabilitation services can make a big difference for people with a visual impairment. Check out @NatEyeInstitute’s resources to learn more about referring your patients to vision rehabilitation services: www.nei.nih.gov/VisionRehabResources #EyeHealthEducation

###### Facebook

* #VisionRehabilitation services can make a big difference for people with a visual impairment. As a health care provider, you have an important role to play in helping your patients access these important services!

Learn how with resources from @NationalEyeInstitute: www.nei.nih.gov/VisionRehabResources #EyeHealthEducation

###### LinkedIn

* #VisionRehabilitation services can make a big difference for people with a visual impairment. As a health care provider, you have an important role to play in helping your patients access these important services!

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#### Graphic 2



##### Accompanying Social Media Posts

###### Twitter

* #VisionRehabilitation can help people with a visual impairment live the life they want to live. Find out how with @NatEyeInstitute’s resources: www.nei.nih.gov/VisionRehabResources #EyeHealthEducation

###### Facebook

* When a person gets diagnosed with an eye condition that causes a visual impairment, they may feel overwhelmed. But #VisionRehabilitation can help them keep doing the things they love! As a health care provider, you can address your patients’ concerns and show them the benefits of vision rehabilitation.

Access resources from @NationalEyeInstitute to find out more: www.nei.nih.gov/VisionRehabResources #EyeHealthEducation

###### LinkedIn

When a person gets diagnosed with an eye condition that causes a visual impairment, they may feel overwhelmed. But #VisionRehabilitation can help them keep doing the things they love! As a health care provider, you can address your patients’ concerns and show them the benefits of vision rehabilitation.

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### Consumers

#### Graphic 1

##### Accompanying Social Media Posts

###### Twitter

* Talking to your doctor is a great way to get started with #VisionRehabilitation services. You can also do your own search to find which services might work for you. Learn more from @NatEyeInstitute: www.nei.nih.gov/VisionRehab #EyeHealthEducation

###### Facebook

* Talking to your doctor is a great way to get started with #VisionRehabilitation services. They can help you decide which services you need to keep doing what you want to do. You can also search on your own to find services to try.

Learn more about vision rehabilitation services from @NationalEyeInstitute: www.nei.nih.gov/VisionRehab #EyeHealthEducation

###### LinkedIn

* Talking to your doctor is a great way to get started with #VisionRehabilitation services. They can help you decide which services you need to keep doing what you want to do. You can also search on your own to find services to try.

Learn more about vision rehabilitation services from @national-eye-institute-nei: www.nei.nih.gov/VisionRehab #EyeHealthEducation

#### Graphic 2

##### Accompanying Social Media Posts

###### Twitter

* #DYK? There are many types of #VisionRehabilitation services. You can find the right services to meet your needs and help you stay independent. Learn more from @NatEyeInstitute: www.nei.nih.gov/VisionRehab #EyeHealthEducation

###### Facebook

* Did you know that there are many types of #VisionRehabilitation services? With vision rehabilitation, you can learn skills to help you stay independent — like cooking and getting around. And you can find support groups to connect with other people with a visual impairment.

Learn more from @NationalEyeInstitute: www.nei.nih.gov/VisionRehab #EyeHealthEducation

###### LinkedIn

* Did you know that there are many types of #VisionRehabilitation services? With vision rehabilitation, you can learn skills to help you stay independent — like cooking and getting around. And you can find support groups to connect with other people with a visual impairment.

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