

National Facial Protection Month Social Media Guide



National
Facial
Protection
Month

AAOMS members are invited to join National Facial Protection Month outreach by advocating in their practices and online communities for the use of mouth guards. Social media is a great way to share informative messages about facial protection and safety. Use this document to access helpful tools and suggested messaging to effectively reach and educate your audience.

Share AAOMS National Facial Protection Month posts

An easy way to participate on social media is to like and retweet/repost AAOMS messages. Be sure to:

- Follow [@AAOMS](#) on X (formerly Twitter).
- Like [@MyOMS](#) on Facebook.
- Follow [@MyOMS](#) on Instagram.

Create personal posts

Consider posting personal messages to your social media platforms. Follow these steps to help extend the reach of your post:

Include hashtags and links

Adding a hashtag to your tweet or Instagram post supports National Facial Protection Month efforts and extends social media reach. Consider including these hashtags as appropriate:

- **#NationalFacialProtectionMonth**
- **#facialinjury**
- **#mouthguards**
- **#MyOMS**

Include a link in your post to provide readers with an AAOMS National Facial Protection Month resource:

- [Mouth Guard infographic](#)
- [First Aid card](#)
- [Treatment of Facial Injury/Trauma Surgery](#)
- [When Do You Need a Mouth Guard handout](#)
- [First Aid 101 for Head, Neck and Face Injuries](#)
- [Guide to Mouth Guards](#)

Add an image

Add an AAOMS-provided image (found on the following pages) to your post. Images on social media posts encourage likes and shares.

Share an AAOMS video or podcast

Several videos and podcasts have been created to raise awareness of facial injuries. Visit these links to access and download:

- [OMS Expert videos](#)
- [OMS Voices: An AAOMS Podcast](#)

Sample posts

Unsure where to start? Use one of these sample posts:

General posts

Appropriate hashtags: **#NationalFacialProtectionMonth #facialinjury**

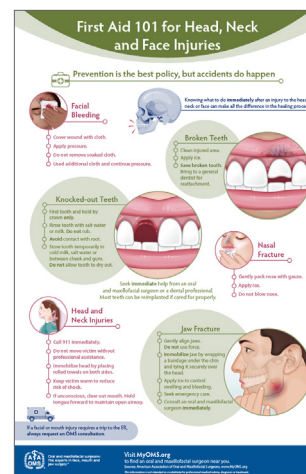
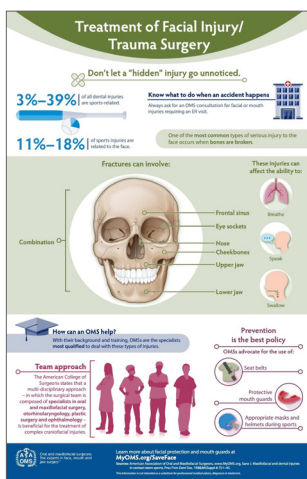
Facial injuries can be serious as they may affect eyesight and the ability to breathe, speak or swallow. Be sure to ask for an OMS consultation.

[MyOMS.org/what-we-do/facial-injury-trauma-surgery/14_treatment_of_facial_injury](https://www.myoms.org/what-we-do/facial-injury-trauma-surgery/14_treatment_of_facial_injury)

OMSs are the specialists most qualified to treat facial injuries. With their background and training, they may detect a hidden injury that could otherwise go unnoticed.

Prevention's best, but accidents happen. Learn what to do immediately after a head or face injury.

[MyOMS.org/what-we-do/facial-injury-trauma-surgery/15_first_aid_101_for_head_neck_and_face_injuries](https://www.myoms.org/what-we-do/facial-injury-trauma-surgery/15_first_aid_101_for_head_neck_and_face_injuries)



Mouth guard posts

Appropriate hashtags: **#NationalFacialProtectionMonth #mouthguards**

Protect your winning smile by wearing a mouth guard. April is National Facial Protection Month – a time to remember that mouth guards prevent facial injuries!

April is National Facial Protection Month, and spring sports are underway. Whenever participating in contact or collision sports, wear a mouth guard. Those who don't are 60 times more likely to sustain damage to their teeth.

X

Facebook

Instagram



X

Facebook

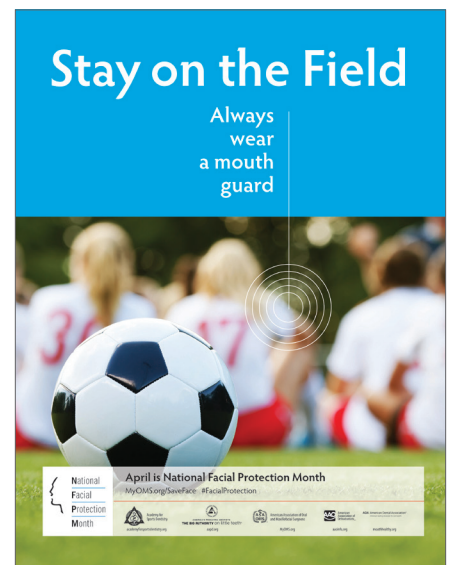
Instagram



Promote in your practice

Posters

AAOMS provides several high-quality posters perfect for advertising the national observance. Each design comes in 8.5x11 and 11x17 inch sizes to share, print or display.



Infographics

Three full-color, high-impact infographic fact sheets are available for social media sharing, posting on your website and displaying in your practice. [Spanish versions](#) are also available.

