

# Suggested Language for Social Media Posts for The Economic Value of Physical Therapy Campaign



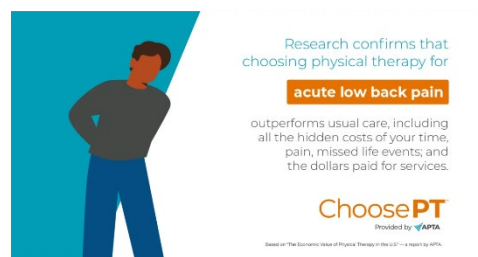
APTA has developed two sets of social media graphics for member use. Click on an individual image below to download the full-sized graphic or get all of them [here](#)). Post them to your social media channels along with the text below, our official hashtag #ChoosePT, and a link to the related consumer-friendly article on ChoosePT.com.

## Illustration-Based Social Media Graphics Set

### Acute Low Back Pain (Illustration Based)

**Suggested post:** Physical therapy for acute low back pain can help to reduce your pain, minimize or eliminate the need for prescribed opioids, avoid invasive procedures, and empower you to manage your spine health. Learn more at ChoosePT.com. #ChoosePT

**ChoosePT article link:** <https://www.choosept.com/did-you-know/physical-therapy-for-low-back-bain-outperforms-usual-primary-care>



### Osteoarthritis of the Knee (Illustration Based)

**Suggested Post:** Physical therapy for osteoarthritis of the knee can help you reduce pain, increase strength, avoid invasive injections or surgery, and more. Learn more at ChoosePT.com. #ChoosePT

**ChoosePT article link:** <https://www.choosept.com/did-you-know/physical-therapy-for-osteoarthritis-of-the-knee-outperforms-steroid-injections>



### Claudication (Illustration Based)

**Suggested post:** Claudication is painful cramping in the calves, thighs, or buttocks that occurs with walking. It is often caused by peripheral artery disease and restricted blood flow. Physical therapy addresses pain, improves quality of life, helps you avoid invasive procedures, and more. Learn more at ChoosePT.com. #ChoosePT

**ChoosePT article link:** <https://www.choosept.com/did-you-know/care-plus-physical-therapy-for-vascular-claudication-outperforms-typical-medical-care>



### Carpal Tunnel Syndrome Graphic (Illustration Based)

**Suggested post:** Physical therapy for carpal tunnel syndrome can help you gain immediate short-term pain relief, avoid complications from surgery, increase strength in your hand and wrist, and more. Learn more at ChoosePT.com. #ChoosePT

**ChoosePT article link:** <https://www.choosept.com/did-you-know/physical-therapy-for-carpal-tunnel-outperforms-surgery>



### Stress Urinary Incontinence (Illustration Based)

**Suggested post:** Physical therapy for stress urinary incontinence can help you control leakage through improved coordination and strength of your pelvic floor muscles, avoid the side effects and challenges of injections and medications, and more. Learn more at ChoosePT.com. #ChoosePT

**ChoosePT article link:** <https://www.choosept.com/did-you-know/physical-therapy-for-stress-incontinence-outperforms-injections>



### Tennis Elbow (Illustration Based)

**Suggested post:** Physical therapy for tennis elbow can help you reduce pain and healing time, increase your grip strength, avoid complications from invasive procedures, and more. Learn more at ChoosePT.com. #ChoosePT

**ChoosePT article link:** <https://www.choosept.com/did-you-know/physical-therapy-for-tennis-elbow-outperforms-steroid-injections>



### Falls Prevention Graphic (Illustration Based)

**Suggested post:** Physical therapy to prevent falls helps you increase strength, balance, and overall walking ability, avoid the increased risk of fractures, and more. Learn more at ChoosePT.com. #ChoosePT

**ChoosePT article link:** <https://www.choosept.com/did-you-know/choosing-physical-therapy-to-help-prevent-falls-is-superior-to-doing-nothing>



### Cancer Rehabilitation Graphic (Illustration Based)

**Suggested post:** Physical therapy can help you reduce pain, regain strength and mobility, and address other cancer-related problems to improve your quality of life. Learn more at ChoosePT.com. #ChoosePT



## Photography-Based Social Media Graphics Set

### Acute Low Back Pain (Photo Based)

**Suggested post:** A new study shows physical therapy outperforms usual care for acute low back pain. Learn more about the value of physical therapy at ChoosePT.com. #ChoosePT

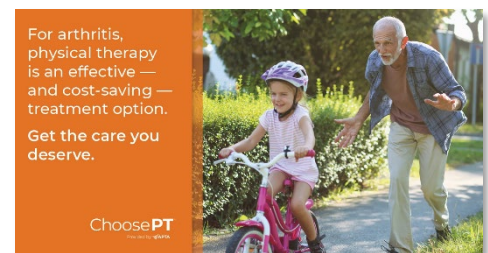
**ChoosePT article link:** <https://www.choosept.com/did-you-know/physical-therapy-for-low-back-bain-outperforms-usual-primary-care>



### Osteoarthritis of the Knee (Photo Based)

**Suggested Post:** A new study shows physical therapy outperforms steroid injections for osteoarthritis of the knee. Learn more about the value of physical therapy at ChoosePT.com. #ChoosePT

**ChoosePT article link:** <https://www.choosept.com/did-you-know/physical-therapy-for-osteoarthritis-of-the-knee-outperforms-steroid-injections>



### Claudication (Photo Based)

**Suggested post:** A new study shows physical therapy outperforms alternative treatment options for painful cramping in the lower body caused by restricted arterial blood flow (known as claudication). Learn more about the value of physical therapy at ChoosePT.com. #ChoosePT

**ChoosePT article link:** <https://www.choosept.com/did-you-know/care-plus-physical-therapy-for-vascular-claudication-outperforms-typical-medical-care>



### Carpal Tunnel Syndrome Graphic (Photo Based)

**Suggested post:** A new study shows physical therapy outperforms surgery for carpal tunnel syndrome. Learn more about the value of physical therapy at ChoosePT.com. #ChoosePT

**ChoosePT article link:** <https://www.choosept.com/did-you-know/physical-therapy-for-carpal-tunnel-outperforms-surgery>



### Stress Urinary Incontinence (Photo Based)

**Suggested post:** A new study shows physical therapy outperforms injections for stress incontinence. Learn more about the value of physical therapy at ChoosePT.com. #ChoosePT

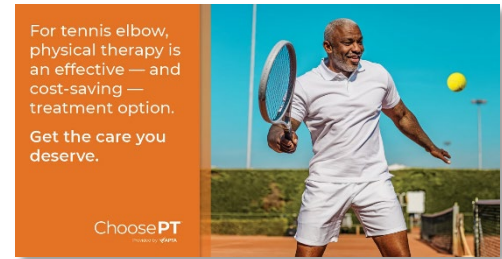
**ChoosePT article link:** <https://www.choosept.com/did-you-know/physical-therapy-for-stress-incontinence-outperforms-injections>



### Tennis Elbow (Photo Based)

**Suggested post:** A new study shows physical therapy outperforms alternative options, including injections, for tennis elbow. Learn more about the value of physical therapy at ChoosePT.com. #ChoosePT

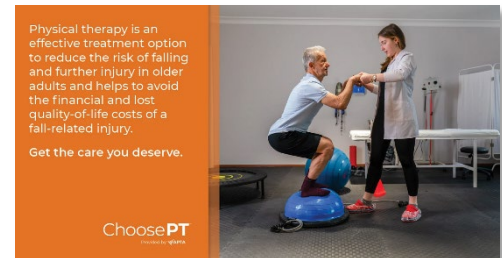
**ChoosePT article link:** <https://www.choosept.com/did-you-know/physical-therapy-for-tennis-elbow-outperforms-steroid-injections>



### Falls Prevention Graphic (Photo Based)

**Suggested post:** A new study shows physical therapy can help to prevent falls, among other benefits. Learn more about the value of physical therapy at ChoosePT.com. #ChoosePT

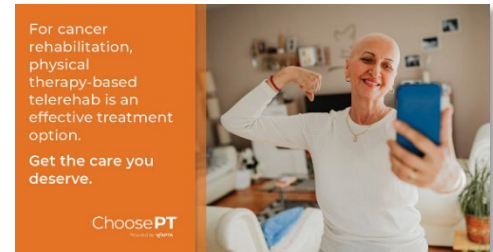
**ChoosePT article link:** <https://www.choosept.com/did-you-know/choosing-physical-therapy-to-help-prevent-falls-is-superior-to-doing-nothing>



### Cancer Rehabilitation Graphic (Photo Based)

**Suggested post:** A new study shows physical therapy-based telerehab outperforms monthly home monitoring for cancer rehab. Learn more about the value of physical therapy at ChoosePT.com. #ChoosePT

**ChoosePT article link:** <https://www.choosept.com/did-you-know/physical-therapy-program-outperforms-home-monitoring-cancer-rehabilitation>



### Generic Campaign Graphic

**Suggested post:** Learn how physical therapy can help you or someone you know at ChoosePT.com. #ChoosePT

**ChoosePT article link:** <https://www.choosept.com/why-physical-therapy/VoPT>



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