

Launch Social Media Engagement

November 13-20, 2019

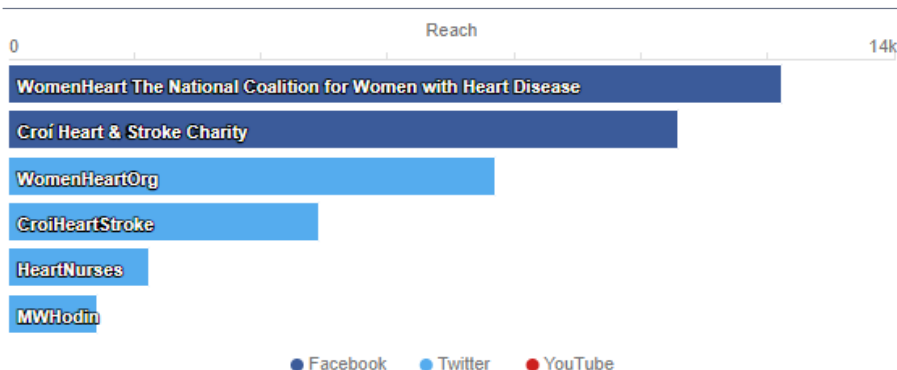
Global Alliance
on Heart Failure
& Healthy Aging
A GCOA INITIATIVE

Social media reach **100K+**
across **8 countries**

50+ mentions of Global
Alliance on Heart Failure & Healthy
Aging in original social media posts

40+ uses of hashtag
#HealthyAgingBeatsHF

Top Posters by Reach



Posts by Country

US: 49%	Mexico: 2%
Ireland: 30%	Netherlands: 2%
France: 6%	Nigeria: 2%
Italy: 6%	Canada: 2%