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**Suggested Social Media Content**

These posts have been written with the audiences on each platform in mind. Posts for social media platforms that limit the amount of content have been written to fit those character counts. Simply add stock images or pictures of your team, and ***don’t forget to include a link back to your practice website!*** Also feel free to link to the Foot Health Awareness Month landing page, [www.apma.org/specialist](http://www.apma.org/specialist).

**Facebook and LinkedIn**

April is Foot Health Awareness Month! Would you see a specialist if you had a problem with your heart? Your back? Why not your feet? Did you know that podiatrists are highly trained and specialized to recognize and treat unique, complex conditions in the feet? Whether it’s a skin condition or fracture of the foot—come see us for your foot- and ankle-related issues!

There are plenty of places to pinch your pennies, but health care isn’t one of them. Pain or other problems in your feet and ankles can have serious implications for your overall health, particularly if you have diabetes, vascular disease, or other chronic conditions. Come see us and get specialized foot and ankle care, with the right diagnosis and the right treatment, right from the start.

Feel better sooner. Urgent care is great for a minor ailment or injury, but it’s not right for every condition. For chronic foot or ankle pain, fractures**,** or other traumatic injuries, come see us, your local foot and ankle specialists, for the right diagnosis and a proper treatment plan to get you on the mend as quickly as possible.

Do you have diabetes? If so, you should know that 60 to 70 percent of people with diabetes may develop peripheral neuropathy within their lifetime. This is a condition that affects the nerves of the feet, causing numbness, pain, and tingling. It can lead to loss of sensation, meaning you’re more susceptible to injuries and infection. It’s important to see a foot and ankle specialist if you have diabetes for regular foot care to avoid serious complications like infection and even amputation. Make your appointment with our office today!

Pain, burning, or numbness between your toes or in the ball of your foot? It could be a benign growth of nerve tissue called a neuroma. Come see us for proper diagnosis and relief! Podiatric surgery may become necessary when early treatments fail to relieve the progressing discomfort of a neuroma. The procedure removes the inflamed and enlarged nerve, which offers significant relief. Let a podiatrist, who is a specialist in the feet and ankles, help you manage symptoms and prevent long-term damage from a neuroma.

Did you know custom orthotics prescribed by your podiatrist may be useful in controlling foot functionand reducing pain? Orthotics can address many foot and ankle conditions, including neuromas, or “pinched nerves” in your feet. Ask us, your foot and ankle specialists, about custom orthotics and what they could do for you!

The skin of your feet may be tougher than anywhere else on your body, but it’s also exposed to more hazards—from foreign bodies to sun exposure when you forget the SPF. If you’ve noticed a change in the skin on your feet or ankles, make an appointment with a podiatrist today. And if you sustain an injury, especially if you have diabetes, give us a call!

**Twitter**

April is Foot Health Awareness Month! If you have any concerns about your feet and ankles, come see us for a proper diagnosis and treatment. Keep your feet happy and healthy with the help of a foot and ankle specialist! (220 characters)

Your feet are the foundation of your body and keeping them healthy and strong is important. No one knows feet like a podiatrist, your dedicated foot and ankle specialist—so if you want to be sure that your feet are in good hands, come see us today! (249 characters)

Don’t pinch pennies when it comes to health. Foot & ankle problems can have serious consequences, especially if you have conditions like diabetes & vascular disease. Podiatrists are the specialists to treat your feet. Make an appointment today! (245 characters)

If you're experiencing chronic foot or ankle pain, or have sustained an injury that’s not healing, it's best to see a podiatrist, your foot and ankle specialist, for an accurate diagnosis and treatment plan. Call us for an appointment! (206 characters)

If a foot or ankle injury is not improving with treatment, ask for a referral to a podiatrist, the specialist in feet and ankles. We treat sprains, fractures, and more. Don’t need a referral? Call for an appointment today. (223 characters)

If you have diabetes and experience painful prickling, heaviness, tiredness or other uncomfortable symptoms in your feet, you may have peripheral neuropathy, or nerve damage caused by diabetes. (193 characters)

Neuropathy Tweet Thread (these two tweets should be sent one after the other so they read as one continuous thread)

Tweet 1: If you have diabetes, you may be at risk for peripheral neuropathy—nerve damage in your feet. You might feel numbness, tingling, heaviness, or sharp pains in the feet. If you experience these symptoms, it’s important to call your podiatrist immediately. (253 characters)

Tweet 2: Neuropathy can lead to total loss of sensation, meaning you can't feel injuries. Even a minor blister can create a wound for people with diabetes. Wounds can lead to infection, amputation—even death. Come see your foot and ankle specialists at the first sign of trouble! (271 characters)

Neuroma Tweet Thread (these three tweets should be sent one after the other so they read as one continuous thread)

Tweet 1: Pain, burning, or numbness between your toes or in the ball of your foot? It could be a benign growth of nerve tissue called a neuroma. See your foot and ankle specialists for proper diagnosis and relief! (204 characters)

Tweet 2: If you need help managing the symptoms of a severe neuroma, schedule an appointment with us today. As podiatrists, we can provide conservative care to help alleviate symptoms or surgical care if needed to remove the neuroma. (225 characters)

Tweet 3:DYK custom orthotics from your podiatrist may be useful reducing symptoms and prevent the worsening of a pinched nerve in your foot (neuroma)? Contact us to learn more about orthotics and how they can help with neuromas and other foot and ankle conditions! (257 characters)

Notice changes to the skin on your feet? Come see us, your foot & ankle specialists, for proper diagnosis. Hair loss, redness, nail changes can all point to health problems, including serious conditions like vascular disease or skin cancer. (241 characters)