Unitron Stride V-M / SP

**B2B2C Co-branded Social Media Content**

**POST SET 1: Focus on Vivante family**

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| Social Media Platform | Post caption |
| Facebook *Ideal post length: 70-80 characters* | Open up to a wide world of choice with Vivante™ hearing aids. Visit us to find the right fit for you!  *Character count: 101* |
| X (Twitter) *Ideal post length: 70-100 characters* | Open up to a wide world of choice with Vivante™: an expansive range of hearing solutions to experience your world, your way. We have a style just for you! #unitron #vivante #hearingaids #hearingloss  *Character count: 155 (excluding hashtags)* |
| Instagram *Ideal post length: 138-150 characters* | Life is full of choices, a wide world of possibilities. Explore the expansive range of Vivante™ hearing solutions to experience your world, your way. Visit us today! #unitron #vivante #hearingaids #hearingloss  *Character count: 165 (excluding hashtags)* |

**POST SET 2: Focus on new Stride V-M and Stride V-SP**

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| Social Media Platform | Post caption |
| Facebook *Ideal post length: 70-80 characters* | Let us help you find your Stride! Ask us about the new Stride™ V-M and Stride V-SP. Visit our clinic for a personalised consultation.  *Character count: 133* |
| X (Twitter) *Ideal post length: 70-100 characters* | More choice means more possibilities. Introducing the new Stride™ V-M and Stride V-SP, part of the expansive range of Vivante™ hearing solutions. #unitron #vivante #hearingaids #hearingloss  *Character count: 145 (excluding hashtags)* |
| Instagram *Ideal post length: 138-150 characters* | Your world opens wide when you find your Stride. Visit our clinic to learn more about Unitron's hearing solutions, including the new Stride™ V-M and Stride V-SP from Unitron. #unitron #vivante #hearingaids #hearingloss  *Character count: 174 (excluding hashtags)* |