**Vivante Extension**

**B2B2C Co-branded Social Media**

**POST SET 1**

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| Social Media Platform | Post caption |
| LinkedIn *Ideal post length: 25-35 words* | Choice makes life beautiful. We have a Vivante™ hearing aid style to fit your needs! Book an appointment to find the one that’s right for you.  *Word count: 26* |
| Twitter *Ideal post length: 70-100 characters* | Choice makes life beautiful. Visit us to see the newest hearing aid styles featuring next-level sound performance from Vivante™.  *Character count: 128* |
| Facebook *Ideal post length: 70-80 characters* | Choice makes life beautiful. Visit us to find the right Vivante™ hearing aids for your needs!  *Character count: 93* |

**POST SET 2**

|  |  |
| --- | --- |
| Social Media Platform | Post caption |
| LinkedIn *Ideal post length: 25-35 words* | We’ve got choices galore to hear life more! Choose from five hearing aid styles featuring Vivante™ technology to help you stay engaged in conversations in a broad range of challenging listening situations.  *Word count: 32* |
| Twitter *Ideal post length: 70-100 characters* | Choose what speaks to you from 5 styles to match your needs and preferences in the Vivante™ family of hearing aids.  *Character count: 115* |
| Facebook *Ideal post length: 70-80 characters* | What speaks to you? Match your needs and preferences from 5 Vivante™ hearing aid styles.  *Character count: 88* |