**Stride V-UP**

**B2B2C Co-branded Social Media Content**

**POST SET 1**

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| Social Media Platform | Post caption |
| LinkedIn *Ideal post length: 25-35 words* | There is power in choice. Choose clarity, connection and control with Stride™ V-UP, a new Ultra Power hearing aid for severe hearing loss. Book an appointment to learn more.  *Word count: 29* |
| Twitter *Ideal post length: 70-100 characters* | There is power in choice – especially when that choice is Stride™ V-UP, a new Ultra Power hearing aid for severe hearing loss.  *Character count: 126* |
| Facebook *Ideal post length: 70-80 characters* | There is power in choice. Visit us to learn about Stride™ V-UP: the latest choice in Ultra Power hearing aids to address severe hearing loss.  *Character count: 141* |

**POST SET 2**

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| Social Media Platform | Post caption |
| LinkedIn *Ideal post length: 25-35 words* | Ultra Power is now ultra-awesome with the new Stride™ V-UP, designed to meet the unique needs of wearers with severe-to-profound hearing loss, including conversation in noise.  *Word count: 27* |
| Twitter *Ideal post length: 70-100 characters* | Stride™ V-UP is the Ultra Power hearing aid that delivers an ultra-awesome experience for conversation in noise, phone use and streaming media.  *Character count: 143* |
| Facebook *Ideal post length: 70-80 characters* | Visit us to see why we think Stride™ V-UP is the Ultra Power hearing aid that is ultra-awesome!  *Character count: 95* |