

How to Reach Your World With the Chiropractic Message

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My latest effort to share chiropractic occurred in mid-May while I was sitting at an introductory parent information night for high schoolers. The IT instructor informed us that each student would be receiving a computer for all their studies. Ultimately, this would drastically increase students' daily screen time from three hours in junior high to 8-10 hours in high school.

These incoming freshmen will receive great training on *everything* except how to ensure they protect their spines from the significant challenges that will occur with the all-day use of a personal mobile device.

Being that it was National Correct Posture Month during the time of this meeting, I felt at ease approaching the IT instructor about the importance of good posture – and thanks to the [Foundation for Chiropractic Progress](#) (F4CP), I was armed with phenomenal and relevant resources. During my conversation with the instructor, I provided him with research about the detrimental effects of "tech neck" on the body, as well as an infographic on posture and the stress forward-flexing of the head causes.

Believe it or not, this information was all easy to share with just one click on my mobile phone. I emailed the instructor the latest "[Social Media Accelerator](#)" post distributed by the F4CP, and in just a few minutes, I was able to share the message of chiropractic – and change the course of an entire school's posture and the use of its technology.

On March 22, 2016, the F4CP launched its brand-new social media campaign. This initiative empowers the 12,000-plus F4CP members to expand their local practices with positive messages about the power of chiropractic.

The "Social Media Accelerator" program provides doctors with fresh, relevant and "ready-to-post" social media content they can share immediately with just a click. These posts include infographics and photos.

In less than two months, the campaign has grown to reach almost 30,000 consumers with the latest post via Facebook – and this is only based on the 477 individuals who shared the post. The post was about the importance of chiropractic for "tech neck." This information prompted one consumer to post to her friend, "Do you know any reputable chiropractors in the Orange Park, Florida area that you might recommend? I think I have tech neck."

If 477 participating doctors can reach almost 30,000 potential patients and get them thinking and talking about chiropractic, just think what 13,000 can do! F4CP members, working together, could easily reach millions each week using this social media campaign. Imagine how a constant flow of

positive information about chiropractic could impact your community?

Fourteen state associations have joined the F4CP, and every member of these state associations is also a member of the Foundation for Chiropractic Progress:

- Alaska Chiropractic Society
- Arkansas Chiropractic Physicians Association
- Florida Chiropractic Association
- Iowa Chiropractic Society
- Chiropractic Association of Louisiana
- Maryland Chiropractic Association
- Michigan Association of Chiropractors
- Nebraska Chiropractic Physicians Association
- New York State Chiropractic Association
- Oregon Chiropractic Association
- Chiropractic Society of Rhode Island
- South Dakota Chiropractors Association
- Tennessee Chiropractic Association
- Wyoming Chiropractic Association

By working together, we can drastically impact public perception of chiropractic through the "Social Media Accelerator." We will touch lives, change opinions and build healthier communities.

If you are a member of [the F4CP](#), please join us by clicking on the Facebook and/or Twitter button when you receive the Accelerator email each week. (If you don't see it, please right click to download pictures on the F4CP email.) This will automatically post the latest chiropractic message for you.

If you are a member and aren't receiving the email, please email F4CP Director of Marketing, Alexis Lignos, at alexis@f4cp.com, who will be more than happy to assist you.

With everyone participating, we can reach the world with information that will impact their health and educate them about the benefits of regular chiropractic care. It only takes one click to make a big impact in your community.

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