



Center of Excellence Guidelines

Use these guidelines to help you craft your messaging and share your Center of Excellence status. Please contact neuraxis@meehanba.com with any questions regarding social best practices.

- **Share the Official Announcement:** Share the official Neuraxis announcement on LinkedIn and Twitter to your Company pages to amplify the news and leverage your reach.
- **Craft a Celebration Post:** Announce the exciting news with a dedicated post highlighting the Center of Excellence designation. Include an image of your team or the IB-Stim device.
- **Spotlight Your Expertise:** Share a brief overview of your center's experience and commitment to providing excellent care to pediatric patients with IBS using IB-Stim.
- **Patient Success Stories:** Share a patient success story (with their permission) to highlight the impact of IB-Stim and the value of specialized care at your center.
- **Use Relevant Hashtags:** To increase visibility and help the social media algorithm find a wider audience, utilize hashtags. Here are some we commonly use: #IBStim #IBS #functionalabdominalpain #IBSSymptoms #IBSDilemma #IBSawareness #pediatricGI #IrritableBowelSyndrome #IBS #ChildIBS #IBSRelief #IBSTreatment #DGBI