One million appointments

CAMPAIGN TOOLKIT

#OneMillion Appointments

Association of Optometrists

Thank you for supporting the **#OneMillionAppointments** campaign. Your engagement will help us highlight the challenges with our current primary care system which is causing undue pressure on GP services.

This campaign highlights the staggering number of appointments related to common eye conditions that are being seen by GPs where **optometry is well placed to treat, diagnose, and manage.**

With your help, we will be able to **raise the profile** of this issue and **garner support** for long term change that creates better patient experiences and health outcomes.

We invite you to share our resources and champion the issue on your own channels.

How to show your support

- Follow our **#OneMillionAppointments** hashtag and interact with posts from the campaign, retweeting, sharing, or liking any posts you see.
- Share our **#OneMillionAppointments** campaign graphics on your own channels, with our suggested social media copy on the next page.
- Share the **#OneMillionAppointments** campaign pages on your own channels, with our suggested social media copy on the next page.
- You can also use the digital adverts on your website, available as part of this downloadable toolkit.

www.aop.org.uk/onemillionappointments

Social media images and GIFs

You can use the social media images and GIFs that are ready for sharing on Facebook, LinkedIn, Instagram, and X.

Facebook

1200 px x 628 px

800 px x 450 px

LinkedIn

1200 px x 627 px

Instagram

1080 px x 1080 px

X

800 px x 450 px

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Social media copy ideas

We've suggested a few social media posts for you to share using the hashtag #OneMillionAppointments.

POST 1

The #OneMillionAppointments campaign is highlighting the immense pressure on GP services which can be addressed by optometry.

Join the campaign to tackle the GP appointment crisis: www.aop.org.uk/onemillionappointments.

POST 2

Every year, 1.35 million people visit their GP for medicines that optometrists are trained to provide.

Optimising optometry will help address the GP appointments crisis. Find out more: www.aop.org.uk/onemillionappointments.

POST 3

The #OneMillionAppointments campaign has launched. With GP services overburdened and overstretched, one simple solution can save millions of GP appointments.

Optimise optometry and support the #OneMillionAppointments campaign: www.aop.org.uk/onemillionappointments.

POST 4

We are supporting the #OneMillionAppointments campaign. Which is calling for optometry to be optimised to save millions of GP appointments and improve patient outcomes.

Find out more about how you can get involved: www.aop.org.uk/onemillionappointments.

Digital Adverts

Our campaign adverts can be used on your website. They have been sized to fit different ad sites.

Leaderboard 970px x 90px

Medium Rectangle 300px x 250px

Half Page 300px x 600px