

	A	B	C	D	E	F	G	H
1	Scoliosis Awareness Month							
2								
3	Date	Platform	Content	Visual Asset/Notes	Link	People Reached	Engagements	
4	6-Jun	Twitter	June is #ScoliosisAwarenessMonth and throughout month we'll share some helpful awareness tips from #UFHealth Orthopaedics to educate you		https://twitt	1,360	3	
5		Twitter	Scoliosis is a common condition that affects many children and adolescents (about 3% of the population in the US). Simply defined, scoliosis is a sideways curve of the spine. A spine with scoliosis curves, sometimes looking like a letter "C" or "S" #ScoliosisAwarenessMonth	It would be so cool to have a GIF to include with this tweet, but I can't find anything appropriate. These first two tweets I will thread together on Twitter as two separate tweets, but they'll still be connected so they can be read together	https://twitt	1,706	16	
6	14-Jun	Twitter	In childhood, scoliosis occurs in both girls and boys. But, as children enter adolescence, scoliosis in girls is 5 to 8 times more likely to increase in size and require treatment. Fortunately, screening in middle schools has helped with early detection #ScoliosisAwarenessMonth	Mashed two together, take a look and we can finesse a bit more if you'd like. (FYI: Character count is 280 including spaces)	https://twitt	1,467	3	
7		Facebook	June is Scoliosis Awareness Month and throughout month we'll share some helpful awareness tips from UF Health Orthopaedics and Sports Medicine Institute to educate you. Scoliosis is a common condition that affects many children and adolescents (about 3% of the population in the US). Simply defined, scoliosis is a sideways curve of the spine. A spine with scoliosis curves, sometimes looking like a letter "C" or "S."	Child getting screened for scoliosis	https://www	1,593	47	
8								
9	25-Jun	Facebook	As Scoliosis Awareness Month draws to a close, hear from Dr. Laurel Blakemore about some early signs and tips.		https://www	2,531	97	
10		Twitter	As #ScoliosisAwarenessMonth draws to a close, hear from Dr. Laurel Blakemore about some early signs and tips.		https://twitt	1,665	19	
11						Total Page Views	Exit Rate	Average Page Tin
12	24-Jun	Blog Post	Scoliosis : A Medical Spotlight (Q&A with Dr. Laurel Blakemore)	Blakemore headshot	https://ufhe	107	67.29%	
13								
14								