



Media

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FOR IMMEDIATE RELEASE

F4CP Social Media ACCELERATOR™ Hits the Web Running: Record Results and Member Accolades, ‘Shares’ and ‘Likes’ Reach New Heights on Every Posting

Members needing help with posting content or personalized social media platforms access F4CP experts

HASBROUCK HEIGHTS, NJ – May 19, 2016 – When the [Foundation for Chiropractic Progress](#) (F4CP), the leading voice of the chiropractic profession, recently launched its Social Media ACCELERATOR™, the program began building traffic from the get-go. In fact, the latest post to members featuring a poster on correct posture yielded – in the first few hours – more than 380+ shares, 80+ likes, and an all-time high reach-rate of more than 22,000+ individuals via Facebook.

“As a special service for members needing assistance with posting content or setting up personalized social media platforms, our social media team headed up by Alexis Lignos (alexis@f4cp.com) can provide step-by-step instructions,” says Sherry McAllister, DC, executive vice president, F4CP, who notes that the F4CP’s Facebook page grew from 5,363 followers to 5,682 followers in the last 60 days. “What began as a vision to implement a formal social media campaign has quickly blossomed into a robust movement and set of service offerings that now generates optimal social media exposure for the F4CP and its fast growing membership.”

Each week, the F4CP provides doctors with fresh, relevant and ‘ready-to-post’ social media content often including applicable chiropractic research to further educate and inform fans and followers, as well as current and new patients, about the benefits of chiropractic care.

“We are flooded with positive feedback that pours in daily, emphasizing the user-friendly ‘ACCELERATOR™’ tools and relevance of the topics,” continues Dr. McAllister. “The F4CP will continue to engage and encourage its members to connect with their local communities through social media, as well as to expand their practices and spread awareness about the value of chiropractic care.”

The generous support of F4CP corporate donors, along with state and national associations, colleges and now more than eleven thousand monthly contributors, enables the F4CP to continue to raise awareness of chiropractic care with billions of positive messages nationwide.

For more information about the F4CP, visit www.f4cp.com.

About Foundation for Chiropractic Progress

A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) informs and educates the general public about the value of chiropractic care.

Visit www.f4cp.com; www.yes2chiropractic.org; call [866-901-F4CP](tel:866-901-F4CP) (3427). Social media: [Facebook](#), [Twitter](#), [LinkedIn](#), [Pinterest](#), [YouTube](#).

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