



SOCIAL / DIGITAL TOOLKIT

Generics: Your Prescription for Savings

AAM is calling on Congress to take meaningful action to lower prescription drug costs with the Prescription for Savings. Learn more about our recommended **Seven Policy Solutions to Lower Prescription Drug Costs** and spread the word through social media.

#Rx4Savings

STAY UP-TO-DATE

Find legislation in your area and send a message to your lawmaker to protect your access to affordable generic and biosimilar medicines.

- AAM Website: accessiblemeds.org
- AAM Action Center: takeaction.accessiblemeds.org

FOLLOW AAM ON SOCIAL MEDIA

- Twitter [@accessiblemeds](https://twitter.com/accessiblemeds)
- Facebook [@accessiblemeds](https://facebook.com/accessiblemeds)
- Instagram [@accessiblemeds](https://instagram.com/accessiblemeds)
- LinkedIn

FOLLOW THE BIOSIMILARS COUNCIL

- Biosimilars Council Website: biosimilarscouncil.org
- Twitter [@BiosimsCouncil](https://twitter.com/BiosimsCouncil)
- Facebook [@BiosimsCouncil](https://facebook.com/BiosimsCouncil)
- LinkedIn

GENERICS: YOUR PRESCRIPTION FOR SAVINGS

- AAM Campaign: accessiblemeds.org/Rx4Savings
- View and share the [7 Policy Solutions Graphic](#)

TAKE ACTION

- Follow and share AAM's Twitter posts: [#Rx4Savings](#)
- View and share AAM's YouTube Video: [Generics: Your Prescription for Savings](#)
- [Subscribe for advocacy updates](#)

MESSAGES

Copy and paste the messaging below to share in your social networks. Feel free to customize.

Remember to include the hashtag [#Rx4Savings](#) in your tweets and tag [@accessiblemeds](#) in all posts so we can share your message!



TWITTER

- Congress can take meaningful action to lower prescription drug costs with [@accessiblemeds](#) Prescription for Savings [#Rx4Savings](#). Learn more: <https://accessiblemeds.org/Rx4Savings> [#LowerDrugPrices](#) [#drugprices](#) [#generics](#) [#biosimilars](#)
- I'm calling on Congress to take action to lower prescription [#drugcosts](#) with the [@accessiblemeds](#) [#Rx4Savings](#): <https://accessiblemeds.org/Rx4Savings>
- [#Biosimilars](#) offer enormous promise for patients seeking access to more-affordable versions of biologic medicines to treat complex and chronic diseases. View the other policy solutions in [@accessiblemeds](#) Prescription for Savings [#Rx4Savings](#): <https://accessiblemeds.org/Rx4Savings> [#generics](#)
- Patients win when market-based competition from FDA-approved [#generics](#) and [#biosimilars](#) deliver savings at the [#pharmacy](#) counter. Congress can take meaningful action with the [@accessiblemeds](#) Prescription for Savings [#Rx4Savings](#): <https://accessiblemeds.org/Rx4Savings>



FACEBOOK / LINKEDIN

- Congress can take meaningful action to lower prescription drug costs with the Association for Accessible Medicines Prescription for Savings. Learn more: <https://accessiblemeds.org/Rx4Savings>
- I'm calling on Congress to take action to lower prescription drug costs with the Association for Accessible Medicines Prescription for Savings: <https://accessiblemeds.org/Rx4Savings>
- Biosimilars offer enormous promise for patients seeking access to more-affordable versions of biologic medicines to treat complex and chronic diseases. View the other policy solutions in the Association for Accessible Medicines Prescription for Savings: <https://accessiblemeds.org/Rx4Savings>
- Patients win when market-based competition from FDA-approved generics and biosimilars deliver savings at the pharmacy counter. Congress can take meaningful action with the Association for Accessible Medicines Prescription for Savings: <https://accessiblemeds.org/Rx4Savings>



INSTAGRAM

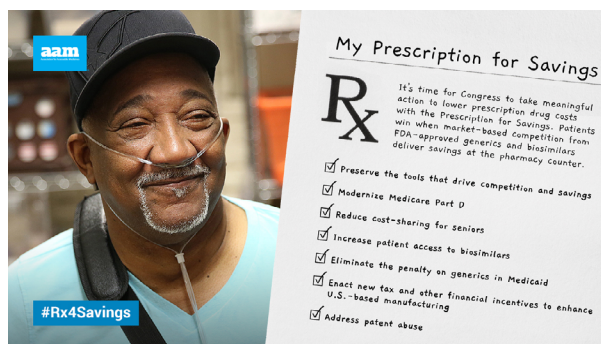
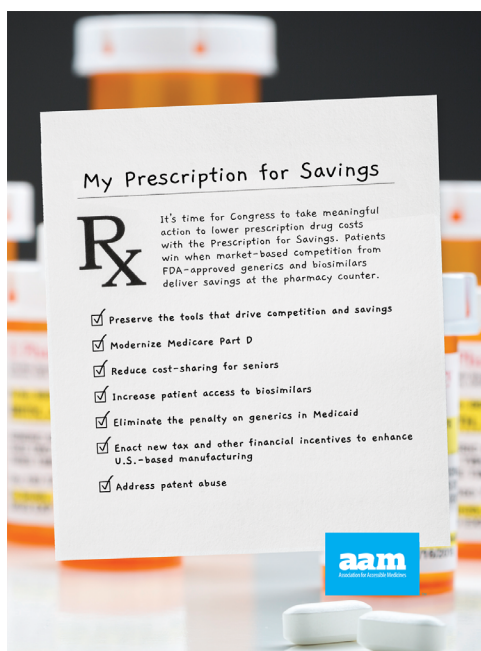
- I'm calling on Congress to take meaningful action to lower prescription drug costs with the @accessiblemeds Prescription for Savings. **#Rx4Savings**
- Patients win when market-based competition from FDA-approved generics and biosimilars deliver savings at the pharmacy counter. Congress can take meaningful action with the @accessiblemeds Prescription for Savings **#Rx4Savings**

IMAGES

To access all images in full resolution, click the shared dropbox folder link:

[AAM Toolkit Images: Prescription for Savings](#)

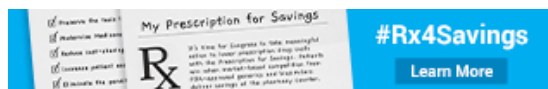
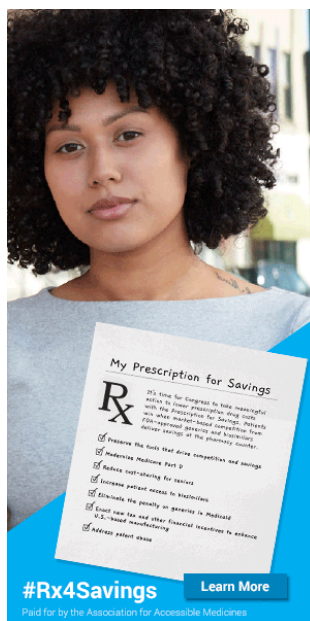
1. Select the image you want, and click Direct Download from Dropbox.
2. Copy the provided text from AAM, or adapt to fit your message.
3. Upload your saved image, paste the text into your post and share with your social network.



DIGITAL WEB BANNERS

Feel free to use these banners in standard web and mobile sizes on your website or in your email newsletters. Link to: <https://accessiblemeds.org/Rx4Savings>

To access all images in full-resolution, click the shared dropbox folder link: [AAM Toolkit Images: Prescription for Savings](#)



If you need assistance, please contact AAM Marketing Director Erica Klinger at: Erica.Klinger@accessiblemeds.org