

Parkinson's Awareness Month Social Media Guide



Parkinson's Awareness Month presents an excellent opportunity to spread the word about Parkinson's disease. We're relying on your participation to make this year's campaign the best yet!

The official campaign hashtag is **#StartAConversation**. Use this hashtag when posting on Facebook, Twitter and Instagram. We also encourage you to use #Parkinsons and #ParkinsonsAwareness. Post photos of you and/or your loved ones showing off our signature blue P logo! Pose with our temporary tattoo, if you have one, or print the [P logo](#) available on Parkinson.org).

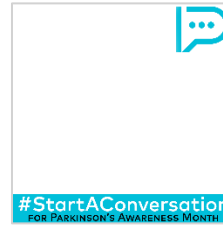
Facebook

Sample Facebook Posts

- #StartAConversation about Parkinson's today!
- 3 out of 4 people with Parkinson's don't get their medications on time in the hospital. Stop by our local chapter to request your own free Aware in Care kit: <http://parkinson.org/Living-with-Parkinsons/Resources-and-Support/Patient-Safety-Kit>
- April is Parkinson's Awareness Month. @ParkinsonDotOrg encourages healthy discussion to move the needle. Keep the conversation going by posting this on your wall and tagging someone new to continue the challenge!
- We're starting a conversation about Parkinson's in [YOUR CITY]. We challenge @[TAG A PERSON OR PAGE] to #StartAConversation too!

Facebook Frame

We've developed a Facebook frame you can add to your Facebook profile photo during the month of April, promoting the foundation and Parkinson's Awareness Month. Search Frames on Facebook using the keyword Parkinson's.



Twitter

Sample Twitter Posts

- What is #Parkinsons? #PD is a chronic & progressive #movementdisorder that involves the malfunction of vital nerve cells in the brain. #ParkinsonsAwareness #StartAConversation
- If you are experiencing #caregiver strain, #StartAConversation with our #Helpline for assistance & support at 1-800-473-4636, or e-mail helpline@parkinson.org. Take action during #ParkinsonsAwarenessMonth – register now for Moving Day [CITY], taking place on [DATE]. #StartAConversation with a friend and bring them with you! [insert registration link]