



## 2024 Social Media Toolkit

Brain Awareness Week is the global campaign to foster public enthusiasm and support for brain science. Every March, participants host imaginative activities in their communities that share the wonders of the brain, and the impact brain science has on our everyday lives.

This toolkit is designed to help make your Brain Awareness Week event a success. You'll find materials to promote your event on social media and get people excited about Brain Awareness Week 2024. You can also find Brain Awareness Week logos, Zoom backgrounds, and a Facebook cover photo to further spread awareness.

**Dates: March 11-17, 2024**

Note: Please tag [Brain Awareness Week on Facebook](#) and use the hashtags **#BrainAwarenessWeek** and **#BrainWeek** so we can see your posts!

You can also tag the Dana Foundation:

Facebook: [@danafoundation](#)

Twitter/X: [@dana\\_fdn](#)

Instagram: [@danafoundation](#)

LinkedIn: [Dana Foundation](#)

We encourage you to be creative with your posts! However, below you will find a guide to help promote your event, Brain Awareness Week, and general brain facts all the way through Brain Awareness Week 2024 in March.

### Objective 1:

#### SAVE THE DATE



**Sample Post #1:**

#BrainAwarenessWeek is the global campaign to foster public enthusiasm and support for brain science. This year I will be [explain your event and how people can sign up/attend]. I hope to see you there! #BrainWeek

**Sample Post #2:**

Mark your calendars for #BrainAwarenessWeek 2024! I'm excited to highlight the importance of brain science and how it can help people lead healthier and more productive lives. For information on Brain Awareness Week, visit [dana.org/brain-awareness-week](http://dana.org/brain-awareness-week) #BrainWeek

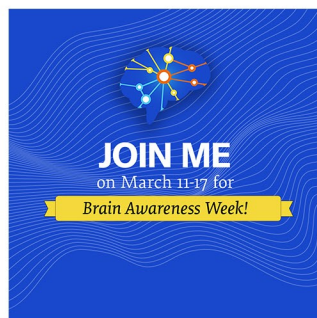
**Sample Post #3:**

Through Brain Awareness Week, I can inspire the next generation of neuroscientists and excite people about the wonders of the brain. I have been participating in Brain Awareness Week events for [x] years and love seeing my community get involved. Save the date! #BrainAwarenessWeek is March 11-17! For more information, visit [dana.org/brain-awareness-week](http://dana.org/brain-awareness-week) #BrainWeek

*\*\* Alternative color options available for accessibility. [\[Option 1\]](#) [\[Option 2\]](#)*

**Objective 2:**

**PROMOTE YOUR BRAIN AWARENESS WEEK 2024 EVENT**



**Sample Post #1:**

Brain Awareness Week kicks off on March 11! I am so excited to be hosting my own event. [Explain your event and how people can sign up/attend]. #BrainAwarenessWeek #BrainWeek

**Sample Post #2:**

Join me on March 11-17 for Brain Awareness Week! [Explain your event and how people can sign up/attend]. #BrainAwarenessWeek #BrainWeek

### Sample Post #3:

Brain Awareness Week is March 11-17, and I am excited to bring brain science to my community! [Explain your event and how people can sign up]. #BrainAwarenessWeek #BrainWeek

*\*\* Alternative color options available for accessibility. [Option 1] [Option 2]*

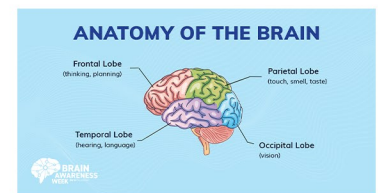
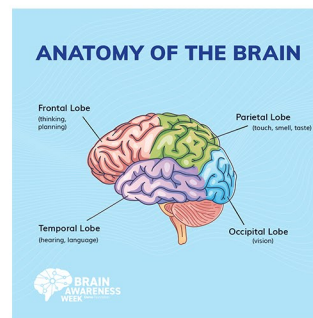
## Objective 3:

### PROMOTE FACTS ABOUT THE BRAIN

#### Sample Post: Brain Anatomy

The brain is the body's command center. This organ is responsible for every thought, feeling, and most of our actions. Here's a quick breakdown of the different parts of our brain.

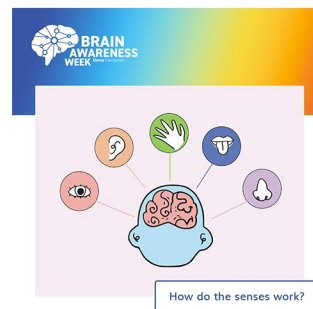
#BrainAwarenessWeek #BrainWeek



#### Sample Post: Senses and the Brain

Each of the five senses collects information and sends it to your brain. This is how we can see, hear, taste, feel, and smell the world around us. More brain facts can be found at [on.dana.org/factsheets](https://on.dana.org/factsheets).

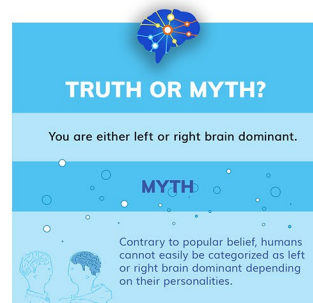
#BrainAwarenessWeek #BrainWeek



#### Sample Post: Truth or Myth

Did you know that humans cannot be categorized as left or right brained? Both sides of our brains work together! More brain facts can be found at [on.dana.org/truth-or-myth-flash-cards](https://on.dana.org/truth-or-myth-flash-cards)

#BrainAwarenessWeek #BrainWeek



## Objective 4:

Share your photos from your Brain Awareness Week event (please tag Brain Awareness Week and the Dana Foundation)

### Sample Post:

Thank you to everyone who attended my 2024 #BrainAwarenessWeek event! [Explain your event]. Can't wait to do it all again next year. #BrainWeek

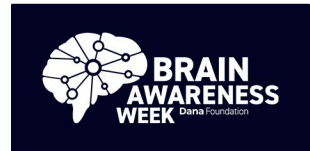


Please tag Brain Awareness Week on [Facebook](#) and the Dana Foundation on [Facebook](#), [Instagram](#), [Twitter/X](#), and [LinkedIn](#).

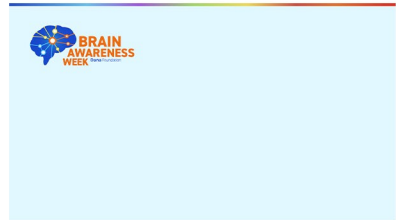
## Additional Assets:

### Brain Awareness Week Logos

[Logo Guidelines \(PDF\)](#)



### Brain Awareness Week Zoom Backgrounds



### Facebook Cover Photo

