



## 2025 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 2025. You can also find Brain Awareness Week logos, Zoom backgrounds, and a Facebook cover photo to further spread awareness.

**Dates: March 10-16, 2025**

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

You can also tag the Dana Foundation:

**Facebook:** [@danafoundation](#)

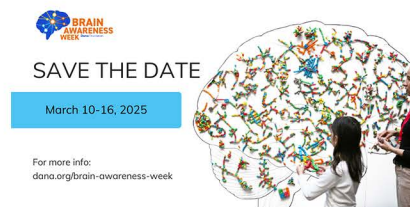
**Instagram:** [@danafoundation](#)

**LinkedIn:** [Dana Foundation](#)

**Bluesky:** [@danafoundation.blsky.social](#)

We encourage you to be creative with your posts! However, below you will find a guide to help promote your event, the overall campaign, and general brain facts all the way through Brain Awareness Week 2025 in March.

### SAVE THE DATE



### Sample Post #1:

Save the Date! Brain Awareness Week is March 10-16! Join us to celebrate the wonders of the brain and support global brain health awareness. Stay tuned for updates about [Insert name of your event and how to sign up/attend]. Let's make this the most inspiring Brain Awareness Week yet!  
@brainawarenessweek #BrainAwarenessWeek #BrainWeek

### Sample Post #2:

Mark your calendars for #BrainAwarenessWeek 2025! Whether you're a science enthusiast, student, or just curious, this is your chance to connect with neuroscience in an accessible way. For information on #BrainWeek, visit [dana.org/brain-awareness-week](https://dana.org/brain-awareness-week) 🧠🎉  
@brainawarenessweek

### Sample Post #3:

Brain Awareness Week is just around the corner—March 10-16! I'm thrilled to be part of this global campaign by organizing [Insert name of your event]. More details are coming soon—hope to see you there!  
@brainawarenessweek #BrainAwarenessWeek #BrainWeek

## PROMOTE YOUR EVENT



### Sample Post #1:

Join me for Brain Awareness Week! 🧠 On [Insert date], I'm hosting an event at [Insert event location] as part of the global celebration of neuroscience. I hope to see you there!  
@brainawarenessweek #BrainAwarenessWeek #BrainWeek



### Sample Post #2:

March 10-16, [Insert Organization/University name] is hosting a special event as part of this global celebration of neuroscience. It's a great opportunity to learn, connect, and celebrate brain health together. We hope to see you there! 🎉. @brainawarenessweek #BrainAwarenessWeek #BrainWeek

### Sample Post #3:

From March 10-16, we will be celebrating a week dedicated to the incredible science of the brain. We invite you to join us as we share knowledge, celebrate discoveries, and connect with the community to promote brain health and awareness. 🧠✨  
@brainawarenessweek #BrainAwarenessWeek #BrainWeek

## SHARE FACTS ABOUT THE BRAIN

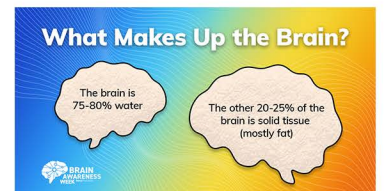
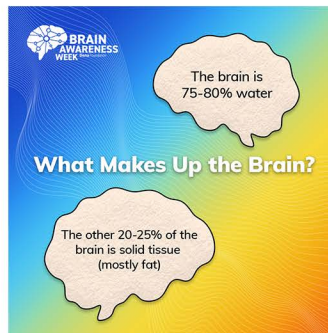
### Sample Post: Exercise & the Brain

Regular physical activity does wonders for your mental health and cognitive abilities. Curious how? Check out these seven science-backed facts from the Dana Foundation about how exercise helps your brain thrive. @brainawarenessweek #BrainAwarenessWeek #BrainWeek



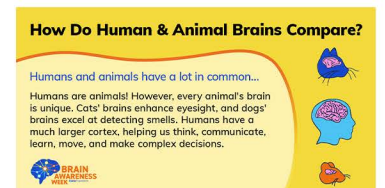
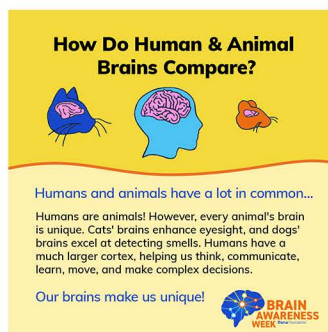
### Sample Post: Brain Composition

Did you know your brain is about 75-80% water? The rest is mostly fat, making it one of the fattiest organs in your body. Take care of your brain—it's your most amazing resource! @brainawarenessweek #BrainAwarenessWeek #BrainWeek



### Sample Post: Human & Animal Brains

While human and animal brains share the same basic parts, humans have a larger cortex that allows us to think, learn, and communicate in incredible ways! Just like dogs excel at identifying smells and cats at processing sight, humans are specialists in sharing ideas, imagining the future, and solving problems. Learn more facts about the brain at [dana.org/brain-awareness-week](http://dana.org/brain-awareness-week). @brainawarenessweek #BrainWeek



## SHARE YOUR #BRAINWEEK

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

Sample Post:

Thank you to everyone who joined us this #BrainAwarenessWeek for [Insert event name]! Stay tuned for more opportunities to explore the wonders of neuroscience. We can't wait for next year's campaign! @brainawareness #BrainWeek

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

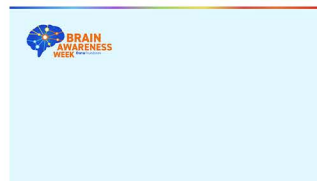
## ADDITIONAL ASSETS

Brain Awareness Week Logos

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



Brain Awareness Week Zoom Backgrounds



Facebook Cover Photo



Certificate of Participation (Customizable)

