



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 coming March 10-16, 2025! Join us in celebrating the wonders of the brain and supporting 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

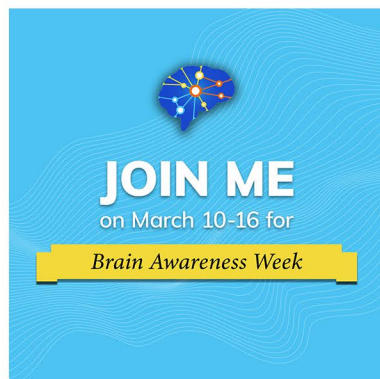
Sample Post #2:

Mark your calendars for #BrainAwarenessWeek 2025! We can't wait to join the campaign and share the importance of brain science with you to lead healthier, more productive lives. For information on #BrainWeek, visit dana.org/brain-awareness-week 🧠🎉
@brainawarenessweek

Sample Post #3:

Brain Awareness Week is just around the corner, happening March 10-16, 2025! I'm thrilled to be part of this global campaign by organizing and event on the latest insights in brain research and why it matters to all of us. Whether you're a science enthusiast, student, or just curious, this is your chance to connect with neuroscience in a fun and accessible way. 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! 🧠 This March 10-16, I'm hosting an event at **[Insert event location]** as part of the global celebration of neuroscience. We'll explore the wonders of the brain, share the latest discoveries, and have some fun while learning together. I hope to see you there!
@brainawarenessweek #BrainAwarenessWeek #BrainWeek

Sample Post #2:

This March 10-16, [Insert Organization/University name] is hosting a special event as part of this global celebration of neuroscience. We're bringing together experts, students, and the community to explore fascinating topics about the brain and its impact on our lives. 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

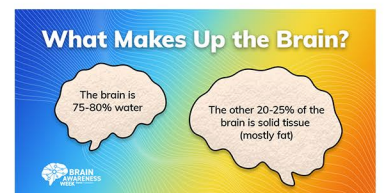
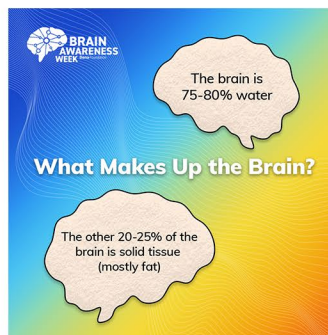
Sample Post: Exercise & the Brain

Regular physical activity does wonders for your mental health and cognitive abilities. Curious how? Check out these 7 science-backed facts from the Dana Foundation about how exercise helps your brain thrive. @brainawarenessweek #BrainAwarenessWeek #BrainWeek



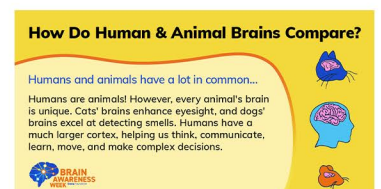
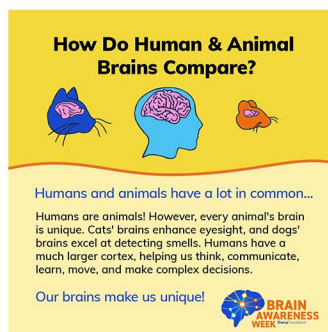
Sample Post: Brain Composition

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. @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](#).

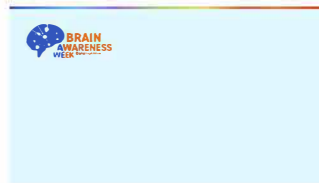
ADDITIONAL ASSETS

Brain Awareness Week Logos

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



Brain Awareness Week Zoom Backgrounds



Facebook Cover Photo



Certificate of Participation (Customizable)

