



2026 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 2026. You can also find Brain Awareness Week logos, Zoom backgrounds, and a Facebook cover photo to further spread awareness.

Dates: March 16-22, 2026

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

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 16-22. 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 2026! 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. @brainawarenessweek. 🧠🌸

Sample Post #3:

Brain Awareness Week is just around the corner—March 16-22! 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 this global celebration of neuroscience. I hope to see you there! @brainawarenessweek #BrainAwarenessWeek #BrainWeek

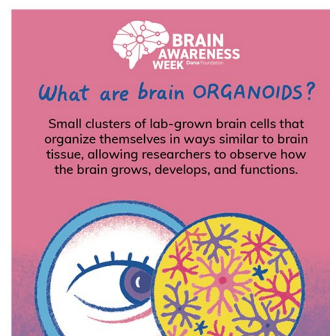
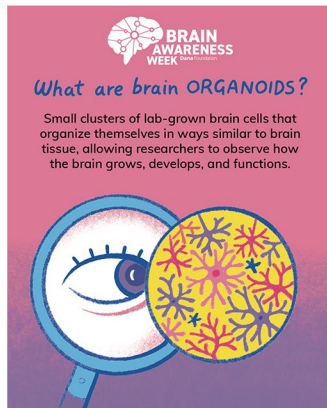
Sample Post #2:

March 16-22, [Insert Organization/University name] is hosting a special event as part of #BrainAwarenessWeek. It's a great opportunity to learn, connect, and celebrate brain health together. We hope to see you there! 🌸 @brainawarenessweek #BrainWeek

Sample Post #3:

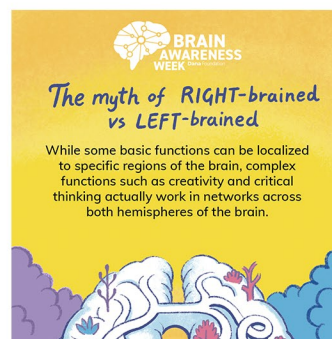
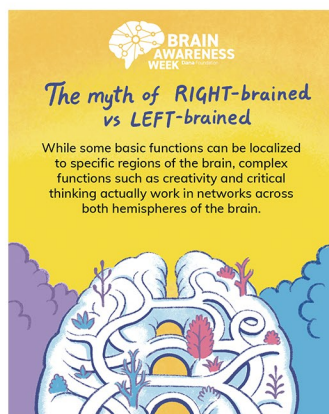
From March 16-22, we will be celebrating a week dedicated to the incredible science of the brain. We invite you to join us as we share knowledge, celebrate discoveries, and connect with the community to promote brain health and awareness. 🧠 ✨ @brainawarenessweek #BrainAwarenessWeek #BrainWeek

SHARE FACTS ABOUT THE BRAIN



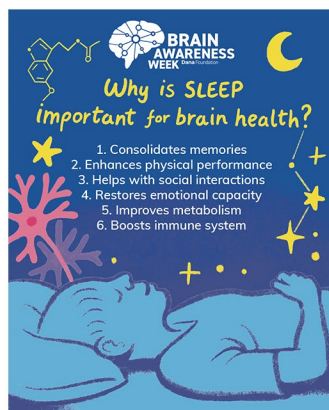
Fact #1: What Are Organoids?

One popular topic in neuroscience news right now is brain organoids. But what are they? These lab-grown models are a powerful new tool for advancing neuroscience and understanding how the brain develops, but they also raise important social and ethical questions worth thinking about as the science moves forward. @brainawarenessweek #BrainAwarenessWeek #BrainWeek



Fact #2: Left Brain vs. Right Brain

Have you heard people identify as left-brained or right-brained? It's a common myth that people's personalities are tied to a dominant side of their brain, but the truth isn't that simple. @brainawarenessweek #BrainAwarenessWeek #BrainWeek



Fact #3: Understanding Sleep

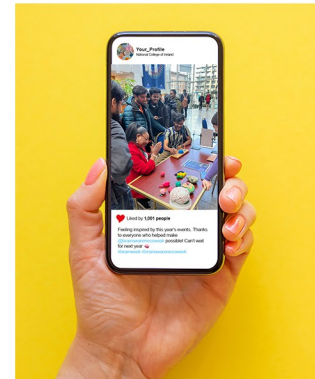
Good sleep hygiene is necessary for brain health! We spend one-third of our lives sleeping, so it's crucial to understand how it impacts the brain and how we function. @brainawarenessweek
#BrainAwarenessWeek #BrainWeek

SHARE YOUR #BRAINWEEK

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](#).



ADDITIONAL ASSETS

Brain Awareness Week [Logos](#) (See [Logo Guidelines](#))

Brain Awareness Week [Zoom Backgrounds](#)

Facebook Cover Photo

