

Social Media Toolkit

Getting Started

We know social media can sometimes be overwhelming. There are many platforms offering their own unique features and knowing how to use them effectively can be a lot to keep track of. That's where this toolkit comes in. Here you will find information about three core platforms - Facebook, Twitter, and Instagram - with ready-made content you can simply copy and paste into your own profiles. We're excited you're here and we hope this toolkit helps you be a successful Ambassador*.

**If you haven't already read the Ambassador Toolkit, we recommend starting there before jumping into the social media toolkit.*

Follow Us!

Facebook: @BrainInjuryAssociationVirginia , @Cbisva , @MillHouserva , & @DenbighHouse

Instagram: @braininjuryassociationva , @communitybraininjuryservices

Twitter: @biavirginia

Hashtags

Hashtags are an important and useful way to increase viewership of your posts and to connect you with others joining the campaign! **For any social media platform, we suggest using:**

- #morethanmybraininjury
- #brainambassador
- #rallyforbraininjury21

Other optional hashtags may include:

#supportbraininjuryfunding #strokesurvivor #veteran #braininjuryawareness
#familycaregiver #mybraininjurystory #braininjuryadvocate #braininjuryawarenessmonth
#weargreenfortbi #wearblueforbraininjury #mybraininjurystory #concussionawareness
#tbiawareness #supportbraininjurysurvivors #tbi champion

Facebook

Help get others involved:

1. Brain injuries can happen to anyone, anywhere, and anytime. That's why building awareness during Brain Injury Awareness Month is so important. Become a Brain Ambassador today by downloading the ambassador and social media toolkits - it's that easy! #brainambassador
2. Brain injury is a national public health issue. Increasing awareness about this widespread issue is so important not only during Brain Injury Awareness Month, but year-round. Join us in being a Brain Ambassador and attend the Virtual Brain Injury Awareness Rally on March 23! #brainambassador #rallyforbraininjury21

Share the facts:

1. Did you know? 5.3 million People live with a brain injury-related disability; and 300,000 of those are living in Virginia. Brain injury can happen to anyone, anywhere, and anytime. Get the facts at biav.net and communitybraininjury.org #supportbraininjuryawareness
2. Every year 1.5 million people experience a traumatic brain injury and 3.6 million people experience an acquired brain injury such as stroke. Brain injury can happen to anyone, anywhere, and anytime. Get the facts at biav.net and communitybraininjury.org #supportbraininjuryawareness

Twitter

1. Did you know? Concussions are a type of mild brain injury, but around 50% of these injuries go undiagnosed. @biavirginia #supportbraininjuryawareness #brainambassador`
2. Brain injury is not rare. In fact, it is a leading cause of death and disability across the U.S. Get the facts at biav.net and communitybraininjuryservices.org #braininjuryawareness @biavirginia
3. Join us as a Brain Ambassador by downloading the ambassador and social media toolkits - it's that easy! #braininjuryawarenessmonth #brainambassador @biavirginia

Instagram

Stories are temporary posts that only last 24 hours. The feature enables you to share multiple photos and videos, and they appear together in a "slideshow format."

Posts are permanent and will show up in the scrolling feed and your Instagram profile. They provide the option for longer captions and for more eyes to view it over a longer period of time.

Stories: Example

1. Download the Instagram story template and upload it to your Instagram story.
2. Using the type option, add a brain injury fact or phrase, change the text color, and resize it to fit in the middle of the frame.
3. Once the frame looks the way you want it to, add the graphic to your story. You may add as many as you like!

Post: Example

Post a photo of your choosing that represents why you support brain injury awareness.

Some photo ideas are:

- A selfie of you with a piece of paper that says, "I support brain injury awareness because..."
- One of our customized Brain Injury Awareness graphics made just for Instagram.

Next, you'll want a compelling caption that encourages your followers to join you. **Here are some caption ideas:**

- March is Brain Injury Awareness Month. I'm joining the @braininjuryassociationva and @communitybraininjuryservices all month long to spread brain injury awareness, support those who have been impacted by brain injury, and educate others about how brain injury affects the community. With over 300,000 people in Virginia living with a brain injury-related disability, raising awareness about this issue is so important to so many families. Won't you join me, too? #braininjuryawareness #brainambassador #rallyforbraininjury21
- Join me and many other members of the brain injury community on March 23 for a Virtual Brain Injury Awareness Rally to celebrate Brain Injury Awareness Month! Spreading awareness, sharing brain injury facts, and supporting this community are all reasons why I will be attending and also joining as an Ambassador all month long. If you want to join me, please visit @braininjuryassociationva and @communitybraininjuryservices pages for more information! #braininjuryawareness #brainambassador #rallyforbraininjury21

Final Tips

- Use hashtags as much as possible.
- Like and share content posted by both Brain Injury Association of Virginia and Community Brain Injury Services.
- Tag us in your posts so we can share your content, too.
- If you have a personal connection to brain injury, share it! (if you feel comfortable).

- Share the campaign with your friends and family so our message reaches more people.
- Wear green or blue during March to show your support for traumatic and acquired brain injury.
- Reach out to us if you have questions or need assistance.

Thank you!