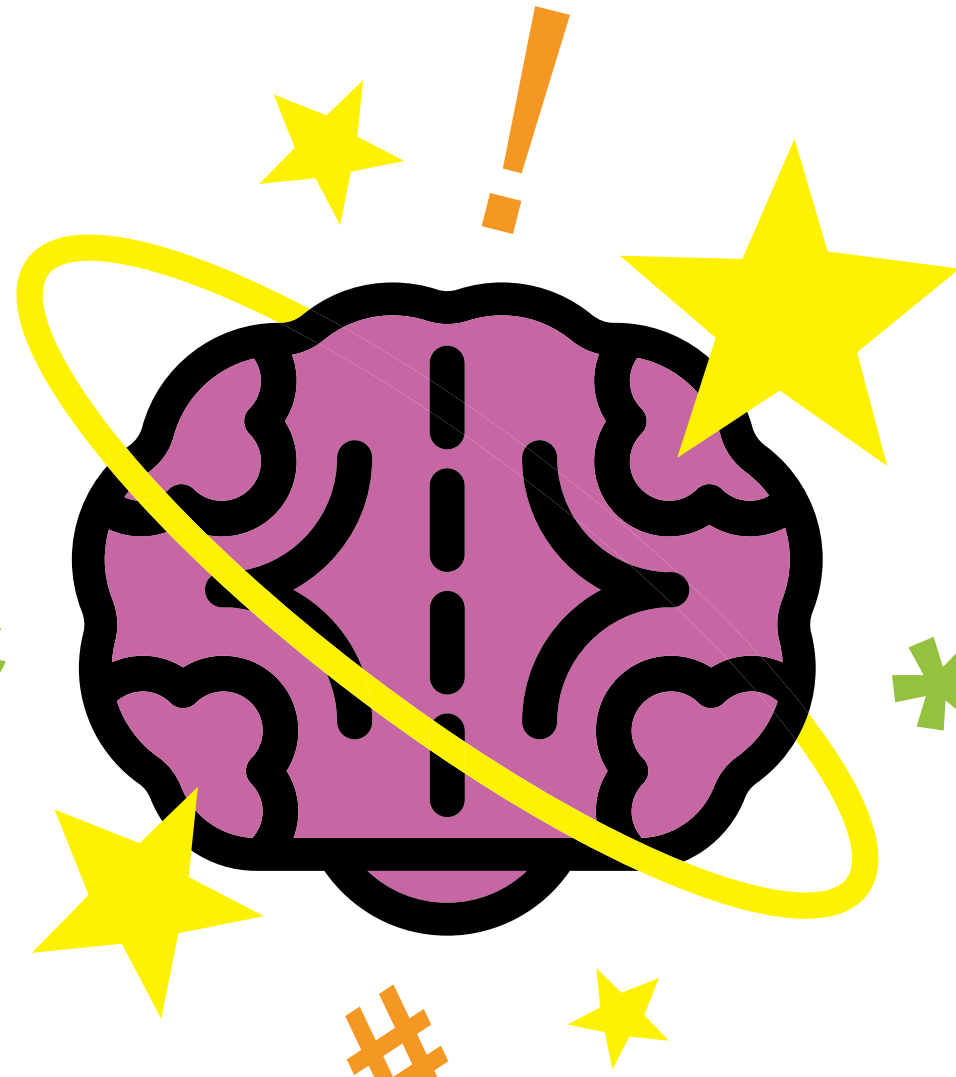


# KNOW THE SIGNS



## Social Media Guide



# FOLLOW US!



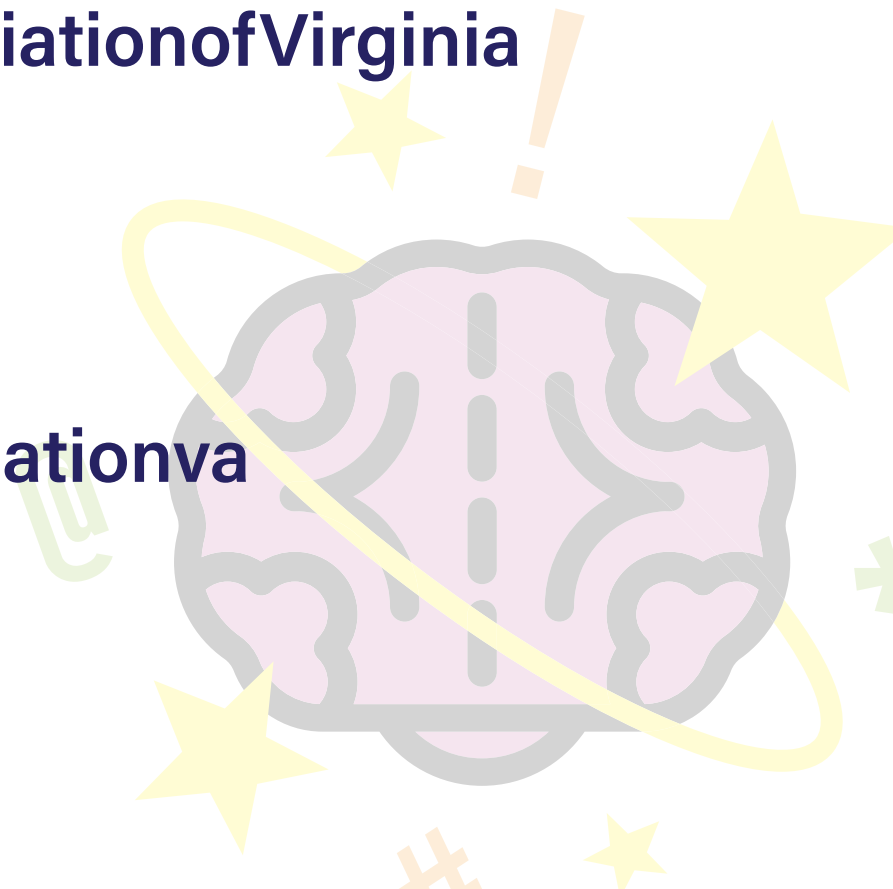
**@BrainInjuryAssociationofVirginia**



**@biavirginia**



**@braininjuryassociationva**



# #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:



**#knowthesigns**

**#BrainAmbassador**

**#supportTBlawareness**

**#concussionawareness**

# FACEBOOK



**Brain Injury Association of Virginia**

Just now

Concussions are brain injuries, too. They are caused by a bump, blow or jolt to the head, or by a hit to the body or fall that causes the head and brain to move rapidly back and forth. Often concussions are described as being “mild” but their effects can be serious. Get the facts; know the signs. Learn more at [www.biav.net/know-the-signs/](http://www.biav.net/know-the-signs/) #knowthesigns



Like

Comment

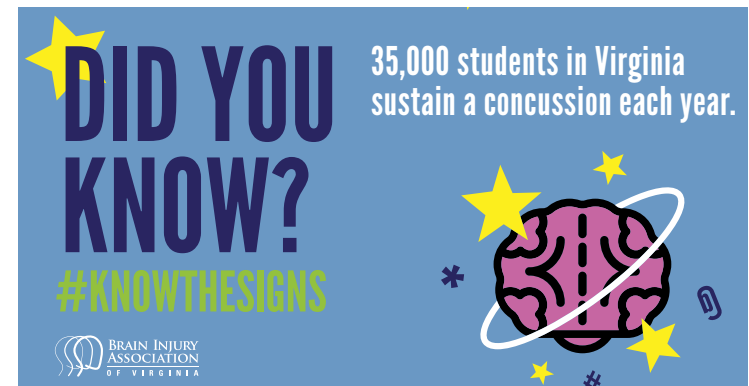
Share



**Brain Injury Association of Virginia**

Just now

Did you know? Around 35,000 high school students playing contact sports sustain a concussion in Virginia every year. Yet, around 80% of adults reportedly don't know the signs of a concussion. Get the facts; know the signs. Learn more at [www.biav.net/know-the-signs/](http://www.biav.net/know-the-signs/) #knowthesigns



Like

Comment

Share

\*graphics seen here are available for download on the ambassador home page, [www.biav.net/be-an-ambassador/](http://www.biav.net/be-an-ambassador/)



# TWITTER



Did you know? Around 50% of all concussions go undiagnosed, and around 80% of adults do not know the signs of a concussion. @biavirginia  
[#knowthesigns](#) [#supportTBIawareness](#)



Tweet



A concussion is a brain injury, too. Get the facts at [www.biav.net/know-the-signs/](http://www.biav.net/know-the-signs/) and help support [#concussionawareness](#).  
@biavirginia



Tweet



Nearly 35,000 high school students playing contact sports sustain a concussion every year in Virginia. Get the facts at [www.biav.net/know-the-signs/](http://www.biav.net/know-the-signs/) and help support [#concussionawareness](#).  
@biavirginia

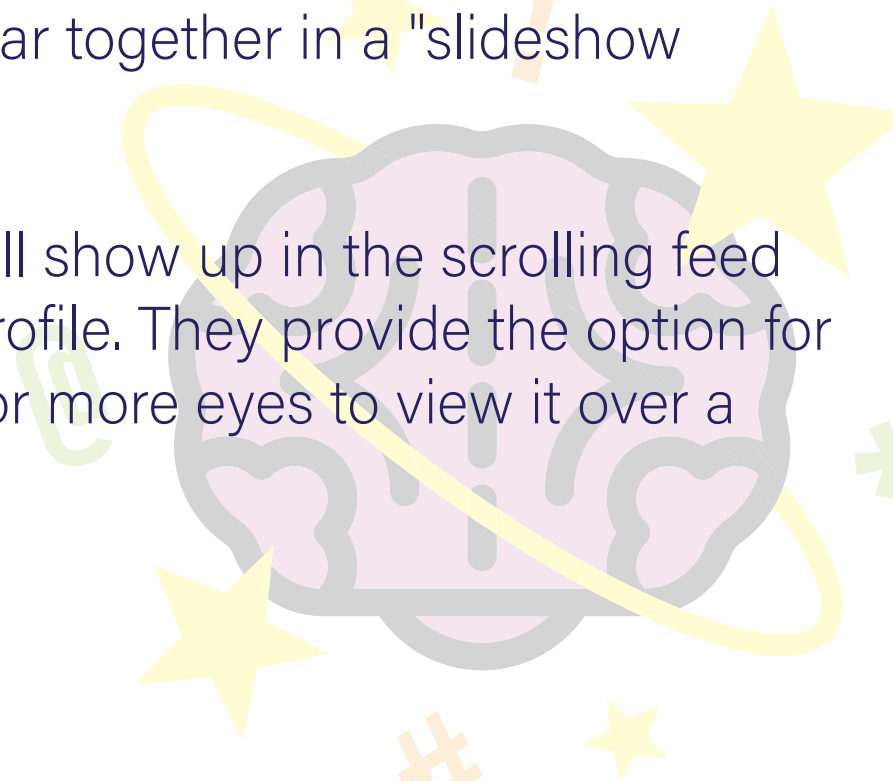


Tweet

# 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."

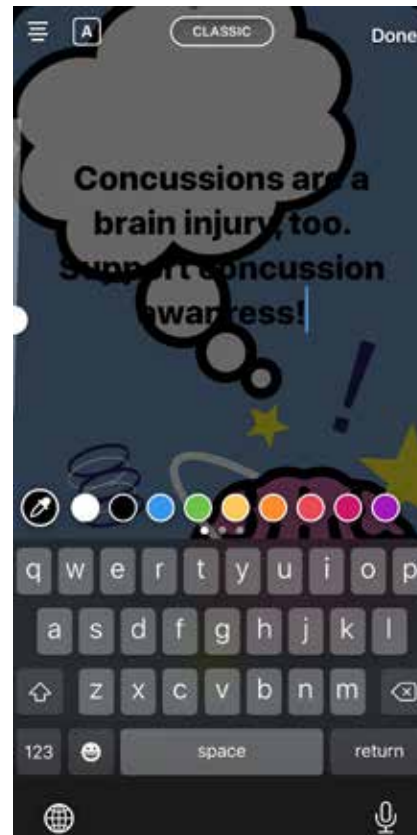
**POSTS** are permanent and will show up in the scrolling feed and your Instagram profile. They provide the option for longer captions and for more eyes to view it over a longer period of time.



# STORIES: EXAMPLE



Download the Instagram story template and upload it to your Instagram story.



Using the type option, add a concussion fact or phrase, change the text color, and resize it to fit inside the thought bubble.



Once the frame looks the way you want it to, add the graphic to your story. You may add as many as you like!

\*instagram story background seen here is available for download on the ambassador home page, [www.biaav.net/be-an-ambassador/](http://www.biaav.net/be-an-ambassador/)

# POSTS: EXAMPLE

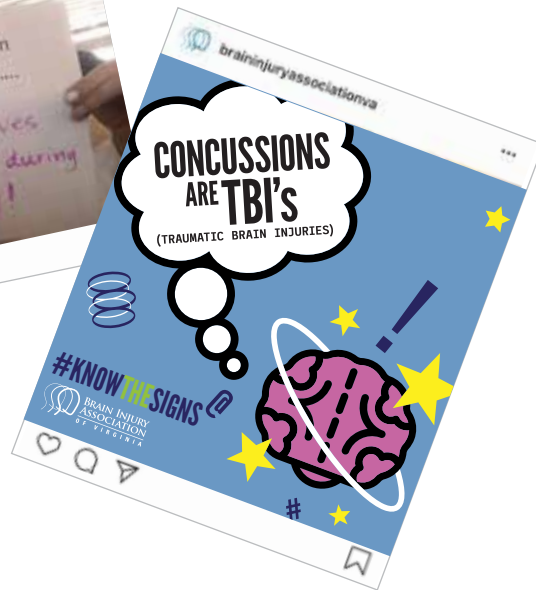
During the campaign you can post a photo of your choosing that represents why you support concussion awareness.

**Some photo ideas are:**



A selfie of you with a piece of paper that says, "I support concussion awareness because..."

One of our customized Know the Signs Campaign graphics made just for Instagram.



Next, you'll want a compelling caption that encourages your followers to join you.

**Here are some caption ideas:**



Liked by sammimosberg and 40 others

**braininjuryassociationva** Concussions are brain injuries, too. Knowing the signs, symptoms, and recovery options can dramatically affect the outcome for you or someone you know after sustaining a concussion. But shockingly, only 80% of adults actually know the signs. We want to help change that. Get the facts; know the signs. Learn more at [www.biav.net/know-the-signs/](http://www.biav.net/know-the-signs/) #knowthesigns #concussionawareness #supportconcussionawareness #TBIawareness @braininjuryassociationva



Liked by sammimosberg and 40 others

**braininjuryassociationva** Concussions are brain injuries, too. If you or someone you know has sustained a concussion and you don't know where to turn for help, reach out to the @braininjuryassociationva where you can access free, personalized support and guidance on how to recover quickly and fully. Call, chat online, or email them. Learn more at [www.biav.net](http://www.biav.net) #knowthesigns #concussionawareness #supportconcussionawareness #TBIawareness

\*Instagram posts seen here are available for download on the ambassador home page, [www.biav.net/be-an-ambassador/](http://www.biav.net/be-an-ambassador/)





# FINAL TIPS

- **Use hashtags** as much as possible! Be sure to include #knowthesigns in all of your posts
- **Like and share** content posted by BIAV
- **Tag us** in your posts so we can share your content, too
- If you have a **personal connection to concussion**, share it! (if you feel comfortable)
- **Share the campaign** with your friends and family so our message reaches more people

THANK  
YOU!

