



World FTD Awareness Week

FTD Facts – Social Media Template for Persons Living With a Diagnosis of FTD

For World FTD Awareness Week – October 4 through 11, 2015

This document is intended to provide an easy way for you to raise awareness about life with FTD during World FTD Awareness Week. The materials below are simply intended as guidelines to encourage participation. Please adapt them to your home country and your own personal story. Then share your messages through Facebook/Twitter/or other social media as you see fit. Note: The use of italics below is to show where text should be inserted in your own words. Facebook and Twitter will post all text as plain text.

October 4

Consider sharing this message with a photo of yourself – alone, or with family or friends.

FTD is the most common dementia for people under 60. Today *I'm/we're* raising awareness as someone living with this disease. #endFTD

October 5

Consider sharing this message along with a different picture of yourself.

Conservatively, there are 50,000 diagnosed in the U.S. alone. I am among those facing FTD. #endFTD

October 6

On Facebook:

FTD presents with dramatic changes in behavior, language, or movement, not memory loss. One challenge about living with FTD is *[insert here]*.

On Twitter: Since each tweet can only be 140 characters, including spaces and symbols, divide the message into two tweets.

First tweet:

FTD presents with dramatic changes in behavior, language, or movement—not memory loss.

Second tweet:

One challenge about life with FTD is *[state what you notice in less than 94 characters, including spaces and symbols]*. #endFTD

October 7

On Facebook

More than half of behavioral variant FTD cases are first misdiagnosed as a psychiatric condition. In my experience, FTD was first mistaken for *[insert misdiagnosis]*. #endFTD

On Twitter: Since each tweet can only be 140 characters, including spaces and symbols, divide the message into two tweets.

First Tweet:

More than half of behavioral variant FTD cases are first misdiagnosed as a psychiatric condition.

Second Tweet:

In my experience, FTD was first mistaken for *[what you insert here about misdiagnosis needs to be less than 88 characters, including spaces and symbols]*. #endFTD

October 8

It takes about 3.6 years from symptom onset to accurate diagnosis. That kept me and the people I love in the dark far too long. #endFTD

October 9

FTD's course can run from 2 years to more than 20 years, but on average, the disease lasts 8 years from onset of symptoms. #endFTD

October 10

Share this message with the World FTD Awareness Week logo, below.

World FTD Awareness Week brings 10 countries from across the globe together to fight FTD. #*[country name]* #endFTD



October 11

Consider sharing this message with a photo of yourself – alone or with family or friends.

FTD is among the forms of dementia targeted by US Congress for a cure by the year 2025. #endFTD