



Social Media Holiday Campaign

You're not alone! We're in this together – one world united to #endFTD

During a time that is typically festive for many, being impacted by frontotemporal degeneration (FTD) can make the holiday season quite isolating.

World FTD United, a group of organizations and advocates from different countries – is launching a new social media campaign to show support for people affected in any way by FTD. Let's show them they're not alone in this journey!

For this social media campaign, we will use a website called **Twibbon** that generates posts on Facebook and/or Twitter, and helps create pictures to email or post online.

When does the campaign launch and how long does it run?

Saturday, December 17th. Timed for the holidays, you'll have three weeks to show your support to people around the world impacted by FTD. The campaign will officially end January 7, 2017.

How do I take part?

From December 17th forward, just access this link:
<http://twibbon.com/support/world-ftd-united>

Wait – what's a Twibbon campaign?

Using the Twibbon site will allow you to easily add a special badge to your Facebook and/or Twitter profile picture, so that everyone can see your message of awareness and support. The site is easy to use. Whether you have lots of social media experience and expertise or are just starting out, you can be part of this campaign!

Who should participate?

Anyone inclined to. Individuals, family members, advocates and international associations around the globe are encouraged to take part ☺. Use your (or your organization's) different communications methods –emails or e-blasts, Facebook pages, Twitter accounts, websites or blogs. By sharing a Twibbon message, you will encourage others in our networks to do the same – generating vital awareness of FTD, and a sense of growing international collaboration.

Post on Facebook...

You can post a message of support on your Facebook wall, for example:

“The holidays can be isolating when you or someone you love is facing frontotemporal degeneration (FTD). I just added a badge to my profile picture to tell people around the world that they aren’t alone in their journey with FTD. Show your support too! #EndFTD”

The link to the Twibbon campaign will automatically be posted with your message on your wall.

Use Twitter...

You can also use Twibbon to change your Twitter profile, and share a pre-written message:

“This holiday season, show your support for people facing frontotemporal degeneration by adding a #Twibbon! #EndFTD <http://twibbon.com/support/world-ftd-united>”

Or add your own message! Just make sure you keep the link to the Twibbon site in your message, to encourage others to take part.

Send an email, or download and share...

Through the Twibbon site, you can send an email with your message of support and the link to the campaign and ask your friends and family to participate too!

You can also create your own picture with the World FTD United badge and a message and then download it. You can use this picture however you like, for example posting it on other social media! We look forward to seeing photos from many of you in the weeks ahead!

I have questions -- where can I found out more?

Connect with us via these links:

<https://www.facebook.com/worldFTDunited>

<https://twitter.com/worldftdunited>

Will you choose to be part of this campaign?

The advocates who are part of World FTD United wish you the best for the holidays and the year ahead.

