



*This is  
Parkinson's Disease*



## Social Media Cheat Sheet

Parkinson's Awareness Month 2017

### HOW TO FIND US

Instagram: @parkinsonsbc <https://www.instagram.com/parkinsonsbc/>  
Twitter: @ParkinsonsBC <https://twitter.com/ParkinsonsBC>  
Facebook: <https://www.facebook.com/ParkinsonSocietyBritishColumbia>

### SAMPLE FACEBOOK POSTS

1. April is internationally recognized as Parkinson's Awareness Month and this year @Parkinson Society British Columbia is sharing the diverse faces and stories of community members, including Richard, Hilary, Wayne and Elaine. As you will see from their photos and stories, Parkinson's doesn't discriminate based on age, gender, ethnicity, religion or sexual orientation. It affects people from all walks of life. For more information, check out: [www.parkinson.bc.ca/this-is-parkinsons](http://www.parkinson.bc.ca/this-is-parkinsons)
2. "Parkinson's disease is life-altering, but it is not without hope" explains Jean Blake, CEO of @Parkinson Society British Columbia (PSBC). "We had a big success this year with the Ministry of Health announcing the funding of Duodopa therapy for British Columbians deemed clinically appropriate; however, there are still a number of major issues that we will continue to push for improvements on including: developing a provincial Parkinson's disease strategy, adding specialized staff to existing Parkinson's disease programs, funding Parkinson's-specific training for health professionals and expanding the deep brain stimulation program." Learn more about their Parkinson's Awareness Month campaign at: [www.parkinson.bc.ca/this-is-parkinsons](http://www.parkinson.bc.ca/this-is-parkinsons)
3. @Parkinson Society British Columbia has been working since 1969 to ease the burden and find a cure for Parkinson's disease through advocacy, education, research and support services. Inspired by Norwegian photographer Anders M. Leines' *This is Parkinson's* photo exhibit, PSBC has shared the images and stories of real-life British Columbians to show the diversity of the Parkinson's community. For more information, visit: [www.parkinson.bc.ca/this-is-parkinsons](http://www.parkinson.bc.ca/this-is-parkinsons)

### SAMPLE TWITTER & INSTAGRAM POSTS

1. Four facts you did not know about #Parkinsons @ParkinsonsBC #ParkinsonsAwarenessMonth <http://ow.ly/ZrNV2>
2. April is #ParkinsonsAwarenessMonth Have you seen these posters from @ParkinsonsBC? <http://ow.ly/ZrNV2>  
#ThisIsParkinsonsBC
3. .@ParkinsonsBC offers numerous programs as well as information & referral services for people with #Parkinsons  
#ParkinsonsAwarenessMonth
4. #ThisIsParkinsonsBC features real stories of people with #Parkinsons [bit.ly/ThisIsParkinsons](http://bit.ly/ThisIsParkinsons)

**Helpful Hashtags - #ThisIsParkinsonsBC #UniteForParkinsons**  
*Thank you for supporting Parkinson's Awareness Month!*