

How to use PDSA's ITP Awareness Month 2023 Toolkit

PDSA is dedicated to raising awareness, progressing research, and creating better outcomes for the global ITP community. We invite you to get involved with our social community of engaged followers who serve as a vital resource in connecting others, sharing information, and promoting awareness and advocacy online.

*Below, you will find tips for using our **ITP Awareness Month social media toolkit**:*

Get Engaged

Follow us on our social platforms to stay up to date on all things ITP, and **tag PDSA in your social media posts about ITP Awareness Month or about your ITP journey**:

- Facebook – @plateletdisorder
- Instagram – @pdsa_itp
- Twitter – @PDSA_ITP

Use our 2023 ITP Awareness Month hashtags to help the ITP community connect via social media: #ImprovingOutcomesForITP #ITPawareness #PDSA

PLUS, select recorded content from ITP Conference 2023 will be available to PDSA Members starting September 1.

Share Your Story

Patient-founded in 1998, PDSA puts the patient experience at the center of everything we do. Every ITP journey is unique, and we want to hear yours! Here are a few ways to share your ITP story:

1. Share a post on social media about your ITP journey, spreading awareness to your followers and showing other ITP patients that they are not alone. Not sure what to say? Here are a few prompts to get you started:
 - a. *What does ITP awareness mean to you?*
 - b. *What do you want people to know about ITP?*
 - c. *What do you want your hematologist about ITP?*
 - d. *How has PDSA supported you on your ITP journey?*
2. Download our PDSA-branded graphics and share them to your social media! These graphics are available to download on our [ITP Awareness Month page](#).
3. [Submit your personal story](#) for a chance to be featured in an upcoming ITP Warrior spotlight.

Join the Movement

[Sport Purple for Platelets Day](#) is Friday, September 29! Grab your purple gear and awareness items and let us know on social media how you're spreading #ITPawareness!

[Pump It Up For Platelets!](#) Walk/Run events are being held both virtually and in person this year! Join a team or form your own, and let's walk our way to a world free of ITP!