WORLD THROMBOSIS DAY (WTD) SOCIAL MEDIA CONTENT

WTD Steering Committee members, country partners and corporate supporters are encouraged to build a steady drumbeat of social media content through their social media channels such as Twitter, Facebook and blogposts.

Below is sample copy to fit the Twitter limit of no more than 140 characters, but also could be used on Facebook and other social media platforms popular in your local market.

**WTD Launch/Hold the Date**

Mark your calendar for Oct. 13! Join #WTDay14 movement to raise awareness of #thrombosis & #VTE on #WTDay! #stopdeadlyclots

#WTDay14 launch this October to shine spotlight on #thrombosis, the common link to leading #cardiovascular deaths. WorldThrombosisDay.org

Join us for #WTDay14 on Oct 13 to #stopdeadlyclots and reduce the impact of this health threat. WorldThrombosisDay.org #JoinWTDay


#WorldThrombosisDay will focus initially on #VTE, one of the most common & potentially deadly, yet under-appreciated, thrombotic events.

**Proud to be a Partner**

We’re mobilizing #WTDay14 to raise awareness of #thrombosis & #VTE, a common & potentially deadly condition. WorldThrombosisDay.org

Proud to be a #WTDay14 partner, working to reduce #thrombosis & #VTE in (country). Join us! #stopdeadlyclots WorldThrombosisDay.org

We’ve joined 135+ organizations globally as an official #WTDay14 partner. #stopdeadlyclots. Learn more. WorldThrombosisDay.org

60+ countries have pledged to partner on #WorldThrombosisDay. The message is the same in every language: #stopdeadlyclots!

Voices around the globe are unified in the movement to #stopdeadlyclots. Join us. Go to WorldThrombosisDay.org.
**Mobilizing Other Organizations to the Cause**

Calling all global medical orgs: Let’s join forces for the inaugural @thrombosisday Oct 13. Learn more @ WorldThrombosisDay.org #stopdeadlyclots

Calling all countries: Join #WTDay14 and #stopdeadlyclots – fight this leading cause of death & disability. #WorldThrombosisDay #JoinWTDay

#WTDay14. Pledge to participate. Start @ www.WorldThrombosisDay.org #thrombosis #VTE #stopdeadlyclots

We’re building a global movement to #stopdeadlyclots. Take the pledge to partner. #JoinWTDay #WorldThrombosisDay

The heart of #WorldThrombosisDay will be at the local level. Take the pledge and join 100+ groups to #stopdeadlyclots.

**WTD Website Launch**

We want to reduce the burden of disease from #thrombosis & #VTE. Visit www.WorldThrombosisDay.org. Learn more about @thrombosisday. #stopdeadlyclots

#VTE is the 3rd most common #cardiovascular illness after #heartattack and #stroke. Know the signs of #VTE. Join the #WTDay14 movement!

How do you pronounce #venousthromboembolism & what is it? Get the basics on this deadly disease: WorldThrombosisDay.org. #WTDay14

The #WTDay14 website has info u need to know about #VTE, a common & potentially deadly condition. Visit WorldThrombosisDay.org

Inaugural #WorldThrombosisDay will spotlight #bloodclots in the leg & lungs. Learn more from this #infographic: WorldThrombosisDay.org

Stay connected on #WTDay14 by linking to WorldThrombosisDay.org.

#Stopdeadlyclots! Know the facts. Recognize the signs & symptoms. Go to WorldThrombosisDay.org, learn more.

What causes a #bloodclot? Find out at WorldThrombosisDay.org. Get educated. #stopdeadlyclots #WTDay14

How are blood clots diagnosed, prevented & treated? Learn more at WorldThrombosisDay.org. #WTDay14 #stopdeadlyclots

Stop blood clots. Save lives. Download the WTD #infographic and share it. #stopdeadlyclots WorldThrombosisDay.org

Browse WorldThrombosisDay.org to learn how to mobilize your community around blood clot education & #prevention for #WorldThrombosisDay.

**Do-You-Know Factoids**

#VTE occurs in about 1-2 per 1,000 adults/year. Know the signs. Know the symptoms. Go to WorldThrombosisDay.org. #WTDay14 #stopdeadlyclots
VTE rates increase sharply after age 45 & are slightly higher in men than women. Get the facts. Go to WorldThrombosisDay.org. #WTDay14

What is a #pulmonary #embolism? Go to WorldThrombosisDay.org and learn more.

Venous thromboembolism. #VTE. Am I at risk? Go to WorldThrombosisDay.org and learn more. It could save your life.

Do the math. DVT+PT=VTE. Hundreds of thousands worldwide are impacted by blood clots. Go to WorldThrombosisDay.org. #stopdeadlyclots

One cause, three possible deadly outcomes. Join the #WorldThrombosisDay movement and get in the know. #stopdeadlyclots

Venous thromboembolism (#VTE) is the 3rd most common #cardiovascular illness after #heartattacks and #stroke. Join the #WTDay14 movement.

#VTE is the 3rd most common cause of hospital deaths and #1 cause of preventable hospital deaths. Join #WTDay14. #stopdeadlyclots

#VTE is the leading cause of maternal deaths. Though still small, VTE risk increases during pregnancy & after giving birth. #WTDay14

Each year more than a half million Europeans die due to #VTE. What’s happening in your country? Join the #WorldThrombosisDay movement.

When a #bloodclot in the leg breaks off, where does it go? Is it dangerous? Learn more & if you are at risk: WorldThrombosisDay.org

**Country Partners Mobilizing Around WTD Activities**

135 organizations around the world are partnering on #WorldThrombosisDay. It’s not too late to sign up. WorldThrombosisDay.org

From Argentina to Japan to Portugal to the U.S. to Venezuela - 135 organizations are mobilizing to fight #bloodclots. Join the #WTDay movement.

What are you doing to fight deadly #bloodclots? #WTDay14.

**Countdown to WTD**

#WorldThrombosisDay is next month. What are you doing to get the word out about potentially deadly #bloodclots? #WTDay14

#WorldThrombosisDay is just one month away. Mobilize today, help call attention to potentially deadly blood clots!

Countdown to #WorldThrombosisDay. Educate. Empower. Engage. #stopdeadlyclots #WTDay14

Free outpatient clinics in Russia. Press conference in Berlin. Hospital ed in Australia. What are you doing? #WTDay14 #stopdeadlyclots


**Burden of Disease Paper Teaser**
Be on the lookout for the JTH Oct. issue re: the urgency to focus on thrombosis – a major contributor to global disease burden. #WTDay14

Upcoming JTH issue, be on the lookout for the article on #Thrombosis: A major contributor to global disease burden. #WTDay14

#Thrombosis is the common underlying pathology of the 3 top #cardiovascular disorders. Read more in the JTH Oct issue. #WTDay14

What’s the evidence of disease burden for #thrombosis? Find out in the October issue of JTH. #WorldThrombosisDay

What's the relationship between increasing age and the incidence of #VTE? Find out in the October issue of JTH. #WTDay14

What's the incidence of #VTE and hospitalization? Are you at risk? Find out in the October issue of JTH. #WTDay14

The significant burden of #VTE is not confined to the elderly. Or is it? Find out in the October issue of JTH. #WTDay14

JTH to feature major article underscoring the urgency of addressing #VTE. Stay tuned. #WTDay14

Stay Connected for Updates

Stay connected on WTD social media for updates. We're following Twitter (@ThrombosisDay) and Facebook (WorldThrombosisDay). Are you?

Countdown

Just 30 days until @thrombosisday! We’re holding X event. What are you doing? #VTE #stopdeadlyclots

Two weeks till #WorldThrombosisDay. Shine a spotlight on #VTE, join our global movement to stop deadly #blood clots.

Two weeks and counting to inaugural #WorldThrombosisDay. Help #stopdeadlyclots. Get engaged now.

Many countries are part of the global WTD movement. But the message is the same in every corner of the world: #stopdeadlyclots

(Tease sampling of in country activities leading up to World Thrombosis Day.)

(Pull out headlines of local media covering WTD activities) We’re making headlines for #WorldThrombosisDay. Go to WorldThrombosisDay.org, know your risks.

October 13

Today is #WorldThrombosisDay! There are hundreds of activities in concerned communities worldwide. Get educated! #stopdeadlyclots

Today is #WorldThrombosisDay & the birthday of Rudolph Virchow, noted German physician who advanced our understanding of #thrombosis.

Hundreds of organizations are raising public & professional awareness of #thrombosis & #VTE today! #WorldThrombosisDay
We’re starting the urgent conversation about the one disorder that causes the world’s top three cardiovascular killers. #WorldThrombosisDay

**OCTOBER 14 to NOVEMBER**

**Post-World Thrombosis Day Event**

Merci, Dahnk uu, Xie xie. In any language, thank you for your support of World Thrombosis Day. #WTDay14

See pictures of the global activity around World Thrombosis Day at URL and WorldThrombosisDay.org #stopdeadlyclots

Already planning for 2015 #WorldThrombosisDay. Get on board now! Will you partner with us?

#WorldThrombosisDay was a great success - thanks to all of our partners! We’re gearing up for 2015. Are you?

Mark your calendar for #WorldThrombosisDay 2015 on October 13. We’re building momentum for the WTD movement.

More than 135 organizations from around the world participated in #WorldThrombosisDay. Thank you to all of our partners!

Our movement has just begun. We’re getting ready for #WorldThrombosisDay 2015. Get involved!