

Alzheimer's Social Media Toolkit Copy

Thank you for helping us share the important Alzheimer's Awareness campaign. To spread the word about the campaign on social media, we have provided suggested copy below to use with the images and videos on our toolkit. Whenever possible, please be sure to tag @alzassociation and @AdCouncil.

Warning Signs Copy:

- Knowing the early signs of Alzheimer's can help you know what's normal aging, and what might be something more serious. Learn more at [10signs.org](https://www.10signs.org).
- Some things come with age. Others don't. Learn the early signs of Alzheimer's to get better care for your loved one at [10signs.org](https://www.10signs.org).
- Early signs of Alzheimer's often get dismissed as normal aging. Learn the signs for better care, management and treatment at [10signs.org](https://www.10signs.org).
- Early detection of Alzheimer's provides the best opportunity for care, management and treatment. Learn the warning signs at [10signs.org](https://www.10signs.org).

Some Things Come with Age Copy:

- Aging brings discovery, not disorientation. Some things come with age, some others don't. Learn the Warning Signs of Alzheimer's at [10signs.org](https://www.10signs.org).
- Aging means finding yourself, not losing your way. Some things come with age, some others don't. Learn the Warning Signs of Alzheimer's at [10signs.org](https://www.10signs.org).
- Aging instills confidence, not confusion. Some things come with age, some others don't. Learn the Warning Signs of Alzheimer's at [10signs.org](https://www.10signs.org).

Spanish

- La edad trae descubrimientos, no desorientación. Algunas cosas vienen con la edad y otras no. Aprenda las señales de advertencia del Alzheimer en [10señales.org](https://www.10señales.org).
- Encontrarse a uno mismo viene con la edad, perderse no. Algunas cosas vienen con la edad y otras no. Aprenda las señales de advertencia del Alzheimer en [10señales.org](https://www.10señales.org).
- Ganar en confianza viene con la edad, perder el sentido de orientación, no. Algunas cosas vienen con la edad y otras no. Aprenda las señales de advertencia del Alzheimer en [10señales.org](https://www.10señales.org).

Hopeful Together Copy:

Facebook:

- When something feels different, it could be Alzheimer's. Trust yourself, talk to a loved one and see a doctor together. Learn more at [Alz.org/TimeToTalk](https://www.alz.org/TimeToTalk).
- Talking about memory problems with a loved one can be hard, but the Alzheimer's Association has resources to help. Getting an early diagnosis can have many benefits including time to create a plan together. Learn more at [Alz.org/TimeToTalk](https://www.alz.org/TimeToTalk).
- An early Alzheimer's diagnosis can have many benefits, including allowing your loved one to be involved in establishing their own care plan. Learn more at [Alz.org/TimeToTalk](https://www.alz.org/TimeToTalk).
- Talking about Alzheimer's can be hard, but there are resources to help. If you notice changes, talk with your loved one about seeing a doctor together. Learn more about the benefits of an



early diagnosis at [Alz.org/TimeToTalk](https://www.alz.org/TimeToTalk).

X/Twitter:

- When something feels different, it could be Alzheimer's. Trust yourself, talk to a loved one and see a doctor together. Visit [alz.org/TimeToTalk](https://www.alz.org/TimeToTalk) to learn more.
- Talking about memory problems with a loved one can be hard, but @alzassociation has resources to help. Getting an early diagnosis can have many benefits including time to create a plan together. Learn more at [Alz.org/TimeToTalk](https://www.alz.org/TimeToTalk)



- Noticing something's different in a loved one? It could be Alzheimer's. Now is the time to talk. Go to alz.org/TimeToTalk to learn how to start the conversation.

Instagram:

Please add alz.org/TimeToTalk to your bio.

- When something feels different, it could be Alzheimer's. Trust yourself, talk to a loved one and see a doctor together. Go to the link in our bio to learn more.
- Talking about memory problems with a loved one can be hard, but @alzassociation has resources to help. Getting an early diagnosis can have many benefits including time to create a plan, together. Learn more at link in bio.
- Noticing something's different in a loved one? It could be Alzheimer's. Now is the time to talk. Visit the link in our bio to learn how to start the conversation.