**Social Media Posts**

**Tips for Social Media Promotion**

1. Reshare or retweet The Michael J. Fox Foundation’s (MJFF) posts about PPMI. Feel free to add your own comments or consider copying in our sample social posts below with your reshare or retweet.
2. In your posts, be sure to tag MJFF handles, outlined below.

**MJFF Social Handles**

* Facebook: [@michaeljfoxfoundation](https://www.facebook.com/michaeljfoxfoundation)
* Twitter: [@michaeljfoxorg](https://twitter.com/MichaelJFoxOrg)
* Instagram: [@michaeljfoxorg](https://instragram.com/michaeljfoxorg)

**Sample Social Posts**

**In the U.S.**

**Facebook**

Join me to help advance better brain health for all. I’m in a study from[@The Michael J. Fox Foundation](https://www.facebook.com/michaeljfoxfoundation) that just launched a new online platform. The study is open to anyone over 18 — with or without Parkinson’s — living in the United States. Take a short survey to get started today. <https://bit.ly/3BfIApE>

**Instagram**

Join me in the study that could change everything. I’m part of the Parkinson’s Progression Markers Initiative (PPMI), a landmark study from [@michaeljfoxorg](https://instragram.com/michaeljfoxorg). The more people who join PPMI and share data, the faster we could change everything about how brain diseases are diagnosed, treated and, ultimately, prevented. Whether you have Parkinson’s or not, I hope you join me! Learn more at michaeljfox.org/PPMI

**Twitter**

A landmark study from [@michaeljfoxorg](https://twitter.com/MichaelJFoxOrg) needs people with and without #Parkinson’s. I’m glad to be part of this study and hope you join me! <https://bit.ly/3lehSrM>

**In and Outside the U.S.**

**Facebook**

Join me in the study that could change everything. I’m so glad to be part of the Parkinson’s Progression Markers Initiative (PPMI) from [@michaeljfoxorg.](https://instragram.com/michaeljfoxorg) The more people who join PPMI, the faster we could change everything about how diseases like Parkinson’s are treated and, ultimately, prevented. [SITE] needs people with and without Parkinson’s disease. I hope you join me! <https://bit.ly/3iAcm0K>

**Instagram**

Join me in the study that could change everything. The Parkinson’s Progression Markers Initiative needs people with and without Parkinson’s at [SITE]. Learn more about the critical role you can play in research. Learn more at michaeljfox.org/PPMI

**Twitter**

A critical Parkinson’s study at [SITE] needs volunteers with and without #Parkinson’s disease. I hope you join me in the study that could change everything. <https://bit.ly/2YktjoO>