

National DNA DAY APRIL 25



Social Media Toolkit

What's DNA Day?

National DNA Day commemorates the successful completion of the Human Genome Project in 2003 and the discovery of DNA's double helix by James Watson and Francis Crick in 1953. This annual celebration offers students, teachers and the public many exciting opportunities to learn about the latest advances in genomic research and explore how those advances might impact their lives. The National Human Genome Research Institute is organizing a network of celebratory events throughout the country in the months surrounding DNA Day.

We're Better Together

The Importance of Social Media

- Harness the power of Facebook, Twitter, YouTube and other social tools to reach students, teachers, parents and others.
- Map out a schedule of postings, tweets and videos to help build excitement in your communities.
- Use hashtag #DNADay16 to spread the word about your events and activities.
- Create online partnerships through contests, twitter chats and other competitions. **Start now!!**

Follow #DNADay16

- Like us on Facebook: facebook.com/dnaday
- Follow us on Twitter [@DNADay](https://twitter.com/DNADay)
- Use #DNADay16 to keep the conversation moving

Suggested Tweets

Build excitement in the days leading up to your events and celebrations by posting some of these tweets:

1. Are you celebrating #DNADay16? <http://bit.ly/natdnaday>@DNADay
2. #DNADay16 is a day for ~~any and~~ everybody to celebrate @DNADay
3. Count down the days til 4/25 by joining #DNADay16 at <http://bit.ly/natdnaday>.
4. How are you celebrating #DNADay16? Join @DNADay!
5. #DNADay16 is April 25—join the celebration at <http://bit.ly/natdnaday>.
6. April 25: Join the Celebration and be a part of #DNADay16
<http://bit.ly/natdnaday> @DNADay

Suggested Facebook Posts

Use these sample Facebook posts for #DNADay16:

1. #DNADay celebrates the power of genetics and genomics. Visit <http://bit.ly/natdnaday> to see what activities are happening near you!!
2. Save the date: #DNADay16 is April 25. Be part of the celebration by joining an event near you or by creating your own event. Check out <http://bit.ly/natdnaday> to find out how.
3. #DNADay16 is for everyone, everywhere. Find out how you can celebrate at <http://bit.ly/natdnaday>.
4. Join the nationwide #DNADay16 celebration—visit <http://bit.ly/natdnaday>
5. Tell us how YOU are celebrating #DNADay16. Shoot a video or photo of your #DNADay16 activities and share it on Facebook or Twitter.
6. It's never too late to join the #DNADay16 celebration! Take a #DNADayselfie, and share it on Facebook or Twitter.

Sample Posting Schedule

April 2016						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 FB: #2 TW: #6	2
3	4	5 FB: #1 TW: #3	6	7 FB: #4 TW: #5	8	9
10	11 FB: #5 TW: #1	12	13 FB: #3 TW: #2	14	15 FB: #2 TW: #6	16
17	18	19 FB: #1 TW: #3	20	21 FB: #4 TW: #5	22 FB: #3 TW: #4	23
24	25 FB: #6 TW: #4	26	27	29	30	

Key: TW-Twitter FB- Facebook

Questions or Ideas?

Contact the National DNA Day Team:

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<http://www.genome.gov/20519694>