



DNA Day and the '15 for 15' Celebration Social Media Kit

Below are resources to help spread the word about National DNA Day and the celebration of the 15th anniversary of the Human Genome Project's completion. Please feel free to use the suggested tweets, posts and hashtags to help advertise your event or to publicize your activities related the ['15 for 15' Celebration](#). Make sure you [register your event](#) and connect with National DNA Day on social media so we can help promote your events. Please use the appropriate hashtags so we can track you.

- Twitter: [@DNADay](#)
- Facebook: [DNADay](#)
- Hashtags: [#DNADay18](#) and [#15for15](#)

Messaging and Sample Language

We encourage you to email your networks and membership about your participation with National DNA Day and the ['15 for 15' Celebration](#). Use the language below to develop your messages and events.

About the '15 for 15' Celebration

2018 marks the 15th anniversary of the completion of the Human Genome Project. To commemorate this milestone, NHGRI has enlisted many partners and collaborators to launch a public awareness campaign, which we are calling the ['15 for 15' Celebration](#). This campaign will center around 15 core topics that illustrate key genomic advances that have occurred over the past 15 years and the increasing importance of genetics and genomics in people's lives.

About National DNA Day

National DNA Day commemorates the successful completion of the Human Genome Project in 2003 and the discovery of DNA's double helix in 1953. NHGRI began celebrating DNA Day annually on April 25, 2003 after the 108th Congress passed concurrent resolutions designating it as DNA Day. The goal of National DNA Day is to offer students, teachers and the public an opportunity to learn about and celebrate the latest advances in genomic research and explore how those advances might impact their lives.

Logos

Please use the appropriate attached logos when referencing the National DNA Day. Organizations and Institutes can also add their names in the DNA Day logos. ** NOTE that DNA Day has provided 15th anniversary logos this year!

Social Media for National DNA Day

Build excitement in the days leading up to your [#DNADay18](#) events and celebrations by using the following suggested tweets and posts. Feel free to tailor the posts to your specific event needs.

Facebook Posts

- #DNADay18 celebrates the power of genetics and genomics to improve our lives. Visit <http://bit.ly/2okNnAW> to see what activities are happening near you
- #DNADay18 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/2okNnAW> to find out how
- #DNADay18 is for everyone, everywhere. Find out how you can celebrate at <http://bit.ly/2okNnAW>
- Join the nationwide #DNADay18 celebration—visit <http://bit.ly/2okNnAW>
- Tell us how YOU are celebrating #DNADay18. Shoot a video or photo of your #DNADay18 activities and share it on Facebook or Twitter.
- It's never too late to join the #DNADay18 celebration! Take a #DNADayselfie, and share it on Facebook and Twitter.
- It's the 15th anniversary of the completion of the Human Genome Project! #15for15
- Genomic advances since the end of the Human Genome Project are shaping our future. What are your thoughts? #15for15

Twitter Posts

- Mark your calendars! April 25 is coming soon. How will you celebrate? <http://bit.ly/2okNnAW> #DNADay18 #15for15 @DNADay
- #DNADay18 is a day for any and everybody to celebrate @DNADay <http://bit.ly/2okNnAW>
- Countdown the days 'til 4/25 by joining #DNADay18 at <http://bit.ly/2okNnAW>
- How are you celebrating #DNADay18 #15for15? Join @DNADay!
- #DNADay18 is April 25—join the celebration at <http://bit.ly/2okNnAW>
- April 25: Join our celebration and be a part of #DNADay18 and #15for15 <http://bit.ly/2okNnAW> @DNADay
- Celebrate 15 years of genomic advances improving lives and shaping our future #15for15 @DNADay
- It's the 15th anniversary of the completion of the Human Genome Project, here's how we **[your institution]** is celebrating #DNADay18 and #15for15