



National
DNA DAY APRIL
25



Social Media Toolkit

What's 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 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.

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 **#DNADay23** to spread the word about your events and activities.
- Create online partnerships by hosting contests, Twitter chats and other competitions. **Start now!!**

Follow #DNADay23

- Like us on Facebook: facebook.com/DNADay
- Follow us on Twitter [@genome_gov](https://twitter.com/genome_gov)
- Use **#DNADay23** 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. April 25 is National DNA Day celebrating the completion of the Human Genome Project and the discovery of the double helix **#DNADay23**
2. April 25 is **#DNADay23**, how will you celebrate?
3. National DNA Day celebrates genomics, be part of the celebration! **#DNADay23**
4. How are you celebrating **#DNADay23**? Join **@genome_gov**!
5. Genomics is improving our lives, Happy National DNA Day! **#DNADay23**
6. April 25: Join the Celebration and be a part of **#DNADay23 @genome_gov**

Suggested Facebook Posts

Use these sample Facebook posts for **#DNADay23**:

1. **#DNADay23** celebrates the power of genetics and genomics. Visit genome.gov/dna-day to see what activities are happening near you!!
2. Save the date: **#DNADay23** is April 25. Be part of the celebration by joining an event near you or by hosting your own event. Check out genome.gov/dna-day to find out how.
3. **#DNADay23** is for everyone, everywhere. Find out how you can celebrate at genome.gov/dna-day.
4. Join the nationwide **#DNADay23** celebration - visit genome.gov/dna-day
5. Tell us how YOU are celebrating **#DNADay23**. Shoot a video or photo of your **#DNADay23** activities and share it on Facebook or Twitter.
6. It's never too late to join the **#DNADay23** celebration! Take a **#DNADayselfie**, and share it on Facebook or Twitter.

Sample Posting Schedule

April 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			FB: #2 TW: #1		FB: #1 TW: #2	1
2	3	4 FB: #2 TW: #5	5	6 FB: #4 TW: #3	7	8
9	10 FB: #5 TW: #4	11	12 FB: #1 TW: #6	13	14 FB: #6 TW: #1	15
16	17	18	19	20 FB: #3 TW: #4	21 FB: #1 TW: #2	22 FB: #3 TW: #6
23 FB: #4 TW: #5	24	25	26	27	28	29

Key: FB - Facebook, TW - Twitter

Questions or Ideas?

Contact the National DNA Day Team:

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