



Turner Syndrome Society of the
United States

Digital

Turner Syndrome Awareness Month Guide

Use hashtags [#TSAwareness](#) and [#tssus](#)



Raising Awareness of Turner Syndrome



February is **Turner Syndrome Awareness Month**, and the Turner Syndrome Society of the United States (TSSUS) offers some great tools to help YOU spread awareness this year. Our theme is “**Be You**” and the message is to celebrate yourself and others, and to embrace what makes us all different and special.

Ever since TSSUS created TS Awareness Month in February 2010, it has been our goal to create campaigns that not only allow all of us to increase knowledge of Turner syndrome (TS), but to also increase knowledge within the TS community about recommended health care and self-awareness. We believe that the more you know about your condition, the better your health outcomes and quality of life will be.

With this digital Turner Syndrome Awareness Month Kit, you will have the tools to become your own best advocate, and to help increase the understanding of TS for yourself and among your family and friends.

This kit contains:

1. Up to date **TSSUS Turner Syndrome Infographic**. This document is provided in pdf and jpg formats so that you can use it as an image to post on social media, and as a printable flyer to share with your families, doctors, schools, and friends.
2. **“Be You” Selfie Signs** – we encourage you to print the sign of your choice, write your name in the space provided, take a selfie or have someone snap a photo of you, and share it on your social media AND with us so that we can spotlight them all.
3. **“Be You” Facebook Profile Picture Graphic** – use this graphic as your Facebook profile picture during the month of February.
4. **Turner Syndrome Awareness Month Facebook Profile Cover Graphic** – use this graphic as your Facebook Profile cover image.
5. **Turner Syndrome Awareness Month Photo Frames** – you can either insert your own photo using an app like Canva, or you can submit your photo to TSSUS to create the image with your photo to be posted on the TSSUS Facebook page. **Submit your photo here: <https://www.turnersyndrome.org/about-4>**
6. **TSSUS School Nurse Turner Syndrome Screening Tool** – print this document and take it to your school nurse to help them screen for students with Turner syndrome.

TURNER SYNDROME AWARENESS MONTH

Spread the word this February using

SOCIAL MEDIA

Use hashtags **#TSAwareness** and **#tssus**



INTRODUCTION

Awareness of **Turner syndrome** and related disorders lead to early diagnosis and treatment. The most powerful and effective way we can raise awareness is through you and our dedicated volunteers. Your circle of relatives, friends, co-workers, and neighbors; your personal TS Story, and commitment cannot be matched by anyone outside of our community.

February is Turner Syndrome Awareness Month and you can do your part from the comfort of your own home, by using this **TSSUS Turner Syndrome Awareness Month Social Media Guide**. Not only can you share information from our **Facebook page**, **Instagram**, **Twitter feed**, and **YouTube Channel**, you can create your very own status updates, tweets, and posts to increase Turner syndrome awareness. This guide walks you through steps to raise awareness among your online friends using social media.

Additionally, if you are hosting a fundraiser or awareness event, please use social media to promote your efforts. Remember to post them on our Facebook page and direct them to us on Twitter also.

Questions?

Contact **Becky Brown** at Becky@turnersyndrome.org

FACEBOOK

Sample Facebook Posts

It's #TurnerAwareness Month. An estimated 80,000 people in the U.S. have Turner syndrome. Many are unaware that they have it. Do you know the signs?

February is #TurnerAwarenessMonth! Learn what it is!

People with Turner syndrome can live a normal lifespan, IF they are diagnosed and treated. It's #TurnerAwareness Month, so please learn the signs!

1. If you are not on Facebook, today is a good time to join! Create a profile, which is free, on www.facebook.com. Then send a friend request to the people you know (friends, co-workers, relatives) to create your personal network before February begins. Then, when you post about **Turner Syndrome Awareness Month**, you will be sharing information with a huge group of people.
2. If you have a Facebook profile, make sure you follow the TSSUS page at <https://www.facebook.com/turnersyndromesociety>, so that our status updates appear in your news feed.
3. Comment and share our status updates, pictures, and video's especially during **Turner Syndrome Awareness Month**.
4. Download the special TS Awareness Month profile picture and cover photos on February 1. When you see them, make them your profile picture and cover photo, too, to increase awareness among your Facebook friends and to create unity with the TS community. These are in your digital awareness month kit will be posted on our Facebook page and website.
5. Create your own Facebook posts to educate your personal circle about Turner syndrome. Use our hashtags **#TSAwareness** and **#tssus** in all your posts for easy tracking. Tell your story! Explain why **Turner Syndrome Awareness Month** is important to you. Encourage your Facebook friends to share your posts to multiply your impact.
6. Post photos and share what you're doing for **Turner Syndrome Awareness Month** on our Facebook page.
7. Join and engage with our TSSUS Facebook groups. Our main Facebook group can be found here <https://www.facebook.com/groups/TSSUSGroup>. Parents only group <https://www.facebook.com/groups/277701703731842>, Golden Butterflies 55+ <https://www.facebook.com/groups/430591204461912>, Males with TS group <https://www.facebook.com/groups/maleswithts>
8. Create a Facebook fundraiser for TSSUS and share it with your friends and family. Be sure to add your personal story so that people will understand your connection to the cause. <https://bit.ly/3Xu8AsA>

 **TWITTER**Sample Tweets

February is
#TurnerAwarenessMonth

Turner syndrome and
#TurnerAwarenessMonth
are both very important to
me. Please visit
www.turnersyndrome.org
to learn more.

Approximately 80,000 in
the U.S. have Turner
syndrome or a related
disorder. Many don't
know it. Know the signs.
#TurnerAwarenessMonth!

1. If you are not on twitter, today is a good time to join! Create a twitter account on twitter.com, which is free. Then follow people you know and those who you want to influence. There is a great chance that people who you follow will follow you back. Then, when you tweet, about **Turner Syndrome Awareness Month**, you will be sharing information with a huge pool of people who will, hopefully, retweet your news to their followers.
2. If you have a Twitter account, make sure you “follow” us @tssus.
3. Watch our tweets, favorite them, and retweet them to your followers.
4. Create your own tweets about Turner syndrome to educate your followers. Use our hashtags **#TSAwareness** and **#tssus** in all your tweets for easy tracking. Tell your story! Explain why **Turner Syndrome Awareness Month** is important to you. Encourage your followers to retweet your tweets to multiply friends to share your posts to multiply your impact.



INSTAGRAM

1. If you are not on Instagram, today is a good time to join! Create a twitter account by downloading the Instagram app on your phone or device, which is free. Follow TSSUS **and** follow people you know and those who you want to influence. There is a great chance that people who you follow will follow you back. Then, when you tweet, about **#TSAwareness and #tssus**, you will be sharing information with a huge pool of people who will, hopefully, retweet your news to their followers.
2. If you have a Twitter account, make sure you follow TSSUS **@turnersyndromesocietyus**.
3. Watch our posts, stories, and reels and favorite them, and share them to your followers.
4. Create your own posts about Turner syndrome to educate your followers. Use our hashtags **#TSAwareness and #tssus** in all your tweets for easy tracking. Tell your story! Explain why **Turner Syndrome Awareness Month** is important to you. Encourage your followers to share your posts to multiply your impact.



TIKTOK

1. If you use TikTok, be sure to use the hashtags **#TSAwareness and #tssus**,
2. If you have a TikTok account, make sure you follow TSSUS **@turnersyndromesocietyus**.
3. Watch our videos and favorite them, and share them to your followers, and share yours with us!
4. Create your own videos about Turner syndrome to educate your followers. Use our hashtags **#TSAwareness and #tssus** in all your posts for easy tracking. Tell your story! Explain why **Turner Syndrome Awareness Month** is important to you. Encourage your followers to like and share your videos to multiply your impact.



YOUTUBE

Have you seen our YouTube Channel? You can find us at <https://www.youtube.com/user/turnersyndromeusu>. Our channel are videos of people in our community talking about their perspective on Turner syndrome and some of the issues that concern them, along with health presentations. Share the video's that mean the most to you on your social media networks.