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About ADI

Alzheimer's Disease International (ADI) is the international federation of over 100 dementia and Alzheimer associations from around the world and is in official relations with the World Health Organization (WHO). ADI's vision is **prevention, care and inclusion today, and cure tomorrow**.



ADI believes that the key to winning the fight against dementia lies in a unique combination of global solutions and local knowledge. As such, ADI works locally by empowering Alzheimer and dementia associations to promote and offer care and support for people with dementia and their care partners, while working globally to focus attention on dementia and campaigning for policy change from governments.

A list of ADI members, as well as the ADI team, can be found [on our website](#).

ADI advocates for the implementation of the [WHO Global Plan of Action on the public health response to dementia](#) 2017-2031, also known as the WHO Global Action Plan on dementia, universally adopted by WHO Member States in May 2017.

The plan committed all 194 Member States of the WHO to seven action areas: dementia as a public health priority; dementia awareness; risk reduction; diagnosis, treatment and care; support for carers; information systems for dementia and dementia research and innovation. Each action area has targets which every Member State of the WHO should work towards.

Just one action point, in the global plan, has a 100% target and that focusses on awareness raising, highlighting the importance still placed on it. Every government has committed to deliver a national awareness raising campaign, as World Alzheimer's Month offers the perfect platform to achieve this.

Since its launch in 2017, ADI has published a series of progress reports called [From Plan to Impact](#) which document the progress of Member States towards achieving the targets set out in the plan.

About World Alzheimer's Month

September 2026 marks the 15th anniversary of World Alzheimer's Month, our international campaign to raise awareness and challenge stigma.

Every year people from all across the world take part in advocacy, fundraising and awareness raising events for World Alzheimer's Month, with many working to raise general awareness and call for further support for those most affected in their communities. The month of activities shows a truly global, regional, national and local level response to promote dementia awareness and what we can do to help support those living with the disease, now and in the future.

Only through increased awareness will more people seek out information, advice and support. With the potential to improve diagnosis rates, encourage further research, including around areas as such as risk reduction, and handle the growing demand of access to treatment and care, World Alzheimer's Month has never been more important.

How we talk about World Alzheimer's Month

The impact of this campaign is growing but the stigmatisation and misinformation that surrounds dementia remains a global issue.

It is important that we present a positive, sometimes challenging, but consistent message about World Alzheimer's Month across all associations, groups and organisations around the world, amplifying the voices of people living with dementia, their carers and families. Normalising the language around dementia, and showing what can be done, is the key to change.

We therefore ask that any organisations or associations, interested in getting involved with World Alzheimer's Month, use the following text when describing the month:

“September is World Alzheimer's Month, an international campaign to raise dementia awareness and challenge stigma. Each year, Alzheimer and dementia associations, alongside all those involved in the treatment, care and support of people living with dementia, from around the world unite to organise advocacy and information provision events, as well as Memory Walks and fundraising days.”

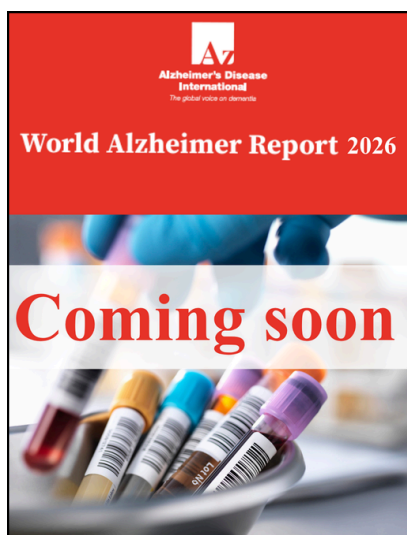
Campaign theme: The Earlier You Know, The More You Can Do. A Diagnosis Matters.

During World Alzheimer's Month, we call on everyone, from individuals to large organisations, including every Alzheimer and dementia association globally, to support World Alzheimer's Month by getting involved in the campaign.

This September, we will seek to tackle the persistent stigma and discrimination surrounding dementia by shining a spotlight on the timely and important issue of early diagnosis under the theme: **The Earlier You Know, The More You Can Do: A Dementia Diagnosis Matters.**

We know that diagnosis is the key to unlocking crucial treatment, care and support options, both pharmacological and non-pharmacological, which is why during the campaign we will seek to raise awareness of the benefits that a diagnosis can provide to those living with the condition, alongside carers and the wider society.

As research advances we will also highlight the emerging at risk groups and pre-symptomatic individuals.



World Alzheimer Report 2026

Available 21 September

Key messages

This selection of messaging around key areas relating to Alzheimer's disease and dementia can be used for shaping messaging, both online and in the media.

General

- Dementia is not a normal part of ageing.
- September is World Alzheimer's Month, an international campaign to raise dementia awareness and challenge stigma each year, Alzheimer's and dementia associations from around the world unite to organise advocacy and information provision events, as well as Memory Walks and fundraising days.
- Evidence suggests that when people with dementia and their families are well prepared and supported, feelings of shock, anger and grief are balanced by a sense of reassurance and empowerment.
- In many parts of the world, access to receiving a diagnosis, as well as support following a diagnosis, is either insufficient, difficult to access, or not available at all.
- National Dementia Plans are the best tool governments have available to tackle dementia.
- Alongside drug treatments and medical supports, social support, inclusive dementia friendly design, social activities, reminiscence sessions, rehabilitation and respite, are all vital to maximise the independence of people living with dementia and their carers.

Statistics

- There are over 55 million people around the world living with dementia.
- Someone develops dementia every 3 seconds.
- The number of people living with dementia is predicted to rise sharply to 78 million by 2030 and 139 million by 2050.
- Dementia will be the 3rd leading cause of death globally by 2040.
- The economic burden of dementia is US \$1.3 trillion dollars every year, a figure that will more than double by 2030.
- 88% of people living with dementia indicate experiencing discrimination.
- More than 90% of carers and respondents from the general public said they would be encouraged to get a diagnosis if a disease-modifying treatment was available for dementia.

Statistics

- More than 80% of the general public believe that they can change the support provided to people with dementia through their vote.
- Over 50% of carers globally say their health has suffered as a result of their caring responsibilities even whilst expressing positive sentiments about their role.
- 50% of the costs for dementia are related to informal care.
- Globally, the annual number of unpaid informal care hours provided to people with dementia living at home is the equivalent of 67 million full-time workers.
- Women are most likely to provide care to people with dementia, both professionally and informally, with around two thirds of primary caregivers overall being women. This figure is significantly higher in low- and middle-income countries (LMICs), areas which will account for 71% of the global prevalence of dementia by 2050. Two thirds of people living with dementia are women.
- In LMICs, 90% of the care for those living with dementia occurs in the home.

DID YOU KNOW?

The Institute of Health Metrics and Evaluation have published estimated prevalence figures for most countries now and in 2050.

[Click here to see the predictions for your country.](#)



Advocacy

- National Dementia Plans are the best tool available to governments to provide a robust response to dementia in their countries. Globally, there are only approximately **50 NDPs**.
- Research shows that by responding to 14 modifiable risk factors, up to 45% of dementia cases could be delayed or even prevented.
- New diagnostics and disease-modifying treatments for Alzheimer's disease are being developed. The treatments can slow the progression of the condition. Health and care systems will need to adapt in order to ensure that those living with Alzheimer's disease can access them. National Dementia Plans can act as a foundation to enable governments and healthcare systems to prepare.

Advocacy

- Robust, post-diagnosis support models can enable governments and healthcare systems to better support people living with dementia and can be cost-saving, delaying or reducing hospital and care admissions and enabling people and carers to stay in work, careers and education for longer.
- Over a quarter of people globally wrongly believe there is nothing we can do to prevent dementia, with that number reaching 37% in lower- and middle-income countries.

Dementia Awareness

- Almost 80% of the general public are concerned about developing dementia and 1 in 4 people think that there is nothing we can do to prevent dementia.
- 35% of carers across the world said that they have hidden the diagnosis of dementia of a family member.
- 46% of people living with dementia and carers identified fear of diagnosis and stigma as barriers to diagnosis.
- 1 in 4 of the public thinks that there is nothing that can be done to prevent dementia, yet research shows that by responding to 14 modifiable risk factors, up to 45% of dementia cases could be delayed or even prevented.
- 65% of health and care professionals incorrectly believe dementia is a normal part of ageing.
- Low levels of awareness, alongside stigma and discrimination can prevent or delay concerned individuals speaking to their health care practitioners about dementia. An accurate diagnosis of Alzheimer's or dementia can help unlock treatment, care and support options and assistance to enable those living with a diagnosis to live independently for as long as possible.
- There are estimated to be 55 million people living with dementia globally, however many people do so without a formal diagnosis. An accurate diagnosis of dementia can help improve access to treatment, care and support to enable those living with a diagnosis to live independently for as long as possible. However 85% of people with living with dementia do so without post-diagnostic support.
- Governments have an opportunity and a responsibility to dramatically increase awareness, detection and diagnosis of dementia, by meeting targets of the World Health Organization (WHO) Global Action Plan on dementia.

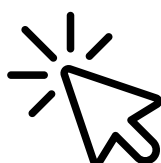
Campaign materials

ADI has made a free selection of social media cards, posters and infographics available to everyone that would like to take part in this global campaign. All campaign materials can be accessed via the links included in the following pages and the ADI website:

<https://www.alzint.org/get-involved/world-alzheimers-month/>



Social media cards



Social media cards



Posters

Use Posters to Spread Awareness About Dementia

Posters are a valuable tool for raising community awareness about dementia. There is a significant amount of information the public can learn, including risk factors, early warning signs, and how to access vital support following a diagnosis. This section provides a selection of sample posters designed to help you raise awareness during World Alzheimer's Month (WAM), along with practical suggestions for their placement and printing.

Available Posters in this Toolkit:

- Dementia risk factors poster
- Know the warning signs of dementia poster
- General campaign posters
- Create Posters in your own language



Posters



Increase the reach of your campaign message through posters:

Strategic placement is key to reaching a wide and diverse audience. Consider these locations for your campaign posters:

- **Healthcare Settings:** GP Surgeries, hospitals, pharmacies, dental clinics, opticians.
- **Community Hubs:** Libraries, community centers, post offices, town halls.
- **Specialised Support Centers:** Memory clinics, support group meeting locations.
- **Leisure and Recreation:** Sports centers, gyms, local parks (notice boards), cinemas, theaters.
- **Transportation Areas:** Bus stops, train stations, community transport hubs.
- **Social and Retail Spaces:** Cafes, restaurants, local shops, supermarkets.
- **Faith-Based Organisations:** Churches, mosques, temples, synagogues, and their associated community spaces.
- **Educational Institutions:** Universities, colleges, adult learning centers.

Wherever you choose to post it is important you get permission from the person who owns the location or center. Some municipalities will issue fines for so-called 'flyposting'.

You can also contact organisations that can help you distribute posters, for example, your health service might have a central or regional office to send posters to, for onward distribution to medical centres etc. If you have the budget for it, you can also engage a distribution company who are professionals and can get your posters to targeted audiences, often in large numbers. The latter is also very good for distributing leaflets.

Here are tips for printing high-quality dementia awareness posters:

To ensure your posters are impactful and effectively convey your message, consider the following printing advice:

- **Professional Printing is Recommended:** Avoid using home printers, as this can be costly due to ink consumption and often results in a less professional, less readable, and less visually appealing poster.
- **Engage a Local Printing Business:** Local printers offer valuable expertise and can advise on the best paper stock, sizes, and finishes for your needs and budget. They can also handle larger print runs efficiently.
- **File Format for Printing:** If using our templates to design your own posters, save and download your final design as a high-resolution PDF (Portable Document Format) for optimal print quality. Confirm with your chosen printing service if they require alternative file formats.
- **Consider Poster Size:** Think about where the posters will be displayed and choose an appropriate size (e.g., A3 or A2 for public spaces, A4 for smaller notice boards).
- **Think About Durability:** If posters will be placed outdoors or in high-traffic areas, consider asking your printer about options for weather-resistant or laminated posters.
- **Proofread Carefully:** Before sending your design to print, double-check all text for any typos or errors. Ask a colleague or friend to proofread as well.



Resources for Frequently Asked Questions

As part of this campaign, we will encourage global participants to raise awareness of the frequently asked questions around dementia, ultimately encouraging individuals to ask their questions to learn more about the condition.

For the campaign, we will seek to share a multitude of voices on dementia who will share and answer their top questions.

ADI will provide more FAQ-related resources closer to the campaign launch in September 2025.



Companion documents For World Alzheimer's Month



Dementia fact sheet which includes top-line information around dementia, including about dementia and key facts and statistics

Organising events for awareness raising and fundraising which includes information around planning and hosting an event, both online and in-person; advocating for landmarks, monuments and buildings to be 'lit up' for World Alzheimer's Day, and ideas for ways of fundraising.

Working with political decision makers and governments which is targeted at Alzheimer and dementia associations and includes information on how to organise a meeting with governments, with additional information on raising public support around advocacy and public policy efforts.

Engaging with the media which provides extensive advice and information on working with and raising attention through traditional media, including television, radio and newspaper coverage. This document contains information around suggested messaging for sharing; advice on how to get started; frequently asked questions and top tips; organising a media event; speaking to the media, before and during, and how to write a media release.

Media overview

For World Alzheimer's Month 2025, ADI will develop two press releases. The first will be **released on 1 September** and will focus on the general purpose of the awareness raising campaign and theme.

The second will be released on **18 September** and will explore the key findings and recommendations from the World Alzheimer Report 2025

Working with the media: Your campaign and event

Working with the media is crucial for any successful awareness-raising campaign. It can help amplify messages, raise public awareness and educate people about important issues.

With the media's support, campaigns can reach new and different audiences, as well as raise the profile of the campaign with politicians and policymakers; therefore, it's crucial to understand how to work with the media effectively, whether you are an Alzheimer or dementia association or an individual hosting a Memory Walk in your community.



Daisy Acosta of Asociación Dominicana Alzheimer y Similares on Una Nueva Manana TV show for World Alzheimer's Day.



Fundacion Alzheimer Nicaragua features on Es Mi Día with Dr Milton Lopez for World Alzheimer's Day.



Madagascar Alzheimer Masoandro Mody is interviewed by Top Radio 102.8 during World Alzheimer's Month.



Deputy Mayor Mihael Juric attending a working group session hosted by Alzheimer's Croatia during World Alzheimer's Month.

Engaging media

Once the media outlets have been identified, it's critical to provide the media with **compelling and relevant stories**. This can be accomplished by creating press releases, which highlight key campaign messages and provide useful information to journalists. It is also important to **include the voice of those living with dementia and carers within your press release**, if not your entire campaign or event, to capture why it is so important to raise awareness and combat the stigma that still surrounds the condition. Working with the media is a two-way street; reporters and editors are looking for interesting and timely stories to report on, while we are looking for media coverage to reach their target audience. **Therefore, it's crucial to provide the media with engaging and informative stories that will capture their attention and provide value to their audience.**

Before the campaign starts it can also be helpful to build relationships with reporters and editors. Building these relationships can help to ensure that campaign messages are accurately and effectively communicated to the public. This can be done by reaching out to reporters and editors through email or phone, introducing the campaign, providing background information and answering any questions they may have.

As mentioned previously, by identifying the right media outlets, building relationships with reporters and editors, and providing compelling stories, your campaign or event can effectively communicate the message that you want to share in order to help raise awareness around Alzheimer's disease and dementia, and improve the lives of those most affected.

Don't underestimate the power of the media. Make it a priority to work effectively with them to ensure the success of your World Alzheimer's Month campaign.



Access the companion document
Engaging with the media

Media: Radio case studies

Below are some case studies of ADI members who have successfully employed the use of radio media in the past.



Alzheimer's & Dementia Organisation Kenya (ADOK)

ADOK used radio as a means of promoting dementia awareness. They partnered with three different radio stations: Hope TV, KBC Radio, and IQRA FM.

Paola appeared on BBC World Service (Radio) on World Alzheimer's Day reaching multiple millions across many countries.



Dementia Australia

CEO of Dementia Australia, Professor Tanya Buchanan, did a radio interview with 2GB's The House of Wellness, a show which boasts an audience of over 250,000.



Media: Radio

Ideas for radio interviews

As you plan for your radio interview, think about the different formats you can explore, and which would best suit both you, your timeframe, and your subject matter. Many radio interviews can either be live or pre-recorded, it is up to you and the radio station to discuss the different options for your interview. Below are some of the different styles of radio interview which you or your organisation might consider:

Expert Interviews

This interview is done typically in-person in the studio, but could also be done over the phone. There is the option to have this style of interview be live on the day or pre-recorded. It is important to keep your key messages at the forefront of your mind, and perhaps even prepare some bite-size quotations that will stand out and stay with listeners.

Don't forget that listeners to the show will likely not have the knowledge or expertise that you have and may be hearing all of this for the first time, so try to avoid confusing terms, long statistics, too many facts, or jargon. Prepare some anecdotes and examples that enhance your points and don't be afraid to repeat your main point multiple times throughout the interview. Sit comfortably and don't be nervous: you are the expert here! You can have your prepared key points and bite-size quotes printed out or written down.

Panel of Experts

In this format, the host will interview a group of experts, each of whom will likely have a different point of view or idea about a certain topic. Make sure you are aware of their stances ahead of time, so that you don't accidentally invite an expert who disagrees with your point! Be prepared to answer questions or hear answers from a variety of points of view, some of which may require some quick thinking or pivoting to steer away from irrelevant or sensitive topics.

Media: Radio

Call-In Show

After a brief initial interview with the host, this format allows you to field questions live (or not) from listeners who call in. You will not be able to prepare in advance for these questions, so spontaneity and quick-thinking are key! This format can lead to a range of interesting and thought-provoking questions and points of view. Some key tips for this format:

- Ensure you know your main messages well, along with some key anecdotes or illustrative examples to help strengthen your stance.
- In case callers are slow to dial-in, come up with some stories or messages to fill the time.
- Keep a friendly tone and pivot if need be. A helpful phrase could be “thank you for bringing up that point, but typically we see (and proceed back to your key messages)”.



Engaging Radio

Reaching out to local radio stations can be as simple as as pitching your topic to the producers by email. See below for a sample email pitching the 2025 World Alzheimer's Month campaign:

Dear **[Show Producer]**,

I hope this email finds you well. I am writing to you from **[ADI member association]** in the hopes of joining **[Radio Show's Name]** for an interview to discuss our World Alzheimer's Month campaign this September.

As you may be aware, September is World Alzheimer's Month, and we at **[Association Name]** are dedicated to increasing the awareness of dementia in an effort to reduce stigma surrounding the condition in **[Country]**.

This year's World Alzheimer's Month campaign is centred around the theme "The Earlier You Know, The More You Can Do: A Dementia Diagnosis Matters.". It is estimated that 75% of all dementia cases go undiagnosed, and with global prevalence figures forecast to reach 78 million by 2030, dementia is a global health crisis that we cannot ignore.

The theme this year encourages ongoing dialogue surrounding dementia in an effort to reduce stigma, educate people about the condition and ultimately encourage proactive approaches diagnosis, from individuals, care networks and health professionals.

[Insert some local statistics about dementia and Alzheimer's here. How many people in your country have been diagnosed? What are the forecast numbers of dementia cases? Is dementia a leading cause of death in your country? Etc.]

I would be very interested to come on **[Radio Show]** to discuss the importance of World Alzheimer's Month, this year's theme, and to help demystify dementia and Alzheimer's to your audience. Please let me know if you have any questions or would like to discuss anything further.

Kind regards,

[Name]

[Organisation]

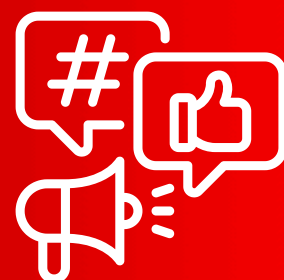
Social media during World Alzheimer's Month

One of the most powerful ways to help us spread the message for World Alzheimer's Month is through social media.

This section of the toolkit provides further information around planning content and messaging for World Alzheimer's Month on social media, as well as general tips and an overview of information around some of the most popular social media channels.

Take part in this year's campaign using the following hashtags!

#DementiaDiagnosisMatters
#AlzheimerDiagnosisMatters
#EarlyDiagnosisMatters
#WorldAlzMonth



Social media Follow ADI on our channels

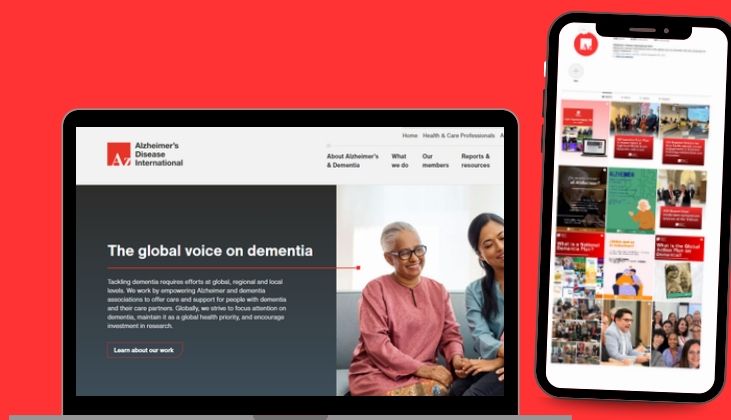
 [Facebook](#)

 [Instagram](#)

 [LinkedIn](#)

 [Tik Tok](#)

 [X \(formerly known as Twitter\)](#)



Social media:

5 Top tips for your World Alzheimer's Month Campaign

These tips provide guidance on how to effectively use social media for impact, from defining goals and planning content, to connecting your content to audiences using hashtags and mentions.

1

Define your goals

2

Plan your content

3

Use hashtags

4

Tag and mention other accounts

5

Always write social media captions

Read more below

1 Define your goals for your World Alzheimer Month social media campaign

- Use your campaign to raise awareness about dementia, attitudes and any associated stigma and let people know about your activities or your local dementia association.
- But you may want to raise more awareness among younger populations, reach politicians and policy makers, or educate medical practitioners, raise donations for care services, encourage people to volunteer or simply raise awareness by getting your message seen by as many people as possible. You can use the provided key messages and develop them so that they are relevant for your audience.

Social media:

5 Top tips for your World Alzheimer's Month Campaign

2

Plan your content

- Campaigns are a busy time, and if you plan and prepare some of your content ahead of World Alzheimer's Month, you can easily maintain your presence online while you are facilitating your in-person activities and manage your or your team's time and resources.
- Creating content for social media takes time! Make sure you don't leave it to the last minute.
- You can schedule your content for a specific time and date on specific social media platforms Twitter and LinkedIn and on Meta Business Centre for Instagram and Facebook.
- You can also use scheduling apps for to plan and schedule your content such as: **Canva, Hootsuite, Plann**

Note. These scheduling apps often are subscription-based services charged in US\$. ADI encourages those who wish to use scheduling platforms to research options to find the right platform for their needs.

3

Use hashtags to connect your campaign content

- When hashtags are used in front of a word or phrase on social media, they help others find your social media post and engage with the campaign. By typing the # symbol in front of a word or phrase, it becomes connected with every piece of content that shares the same hashtag.
- How do they work?
 - Hashtags are space sensitive, make sure to write your phrases without any spaces.
 - Hashtags are platform specific, they only connect with other hashtagged content on the same platform they are posted to, they do not connect automatically to all hashtags across all of your platforms.
 - Hashtags are live when they are typed in the social media post, including them in the graphics of an image will not connect them to other hashtagged content.
- Be sure to use the campaign hashtags: **#DementiaDiagnosisMatters #AlzheimerDiagnosisMatters #EarlyDiagnosisMatters #WorldAlzMonth**

Social media:

5 Top tips for your World Alzheimer's Month Campaign

4 Tagging and mentioning other accounts

- Think about the aims of your campaign and your audience, who do you want to see your post? Tagging and mentioning specific social media accounts can make your campaign more visible and get the attention of potential partnering organisations, politicians, schools, volunteers or influencers.
- When you tag or mention another account on your post, they will receive a notification letting them know you have tagged them in your post.
- Before World Alzheimer's Month, try to make a list of the organisations and key individuals you want to connect with during your campaign and make sure you have the correct social media handle (for example: @AlzDisInt).
- You can also ask people to mention you in their social media content while they attend your events and activities.

5 Always write social media captions

- If you have a great photo or video that helps to promote your event or activity, then make sure to write a caption that explains what is happening in the content, don't leave it blank!
- Social media captions are a great way to make your content more informative, educational and visible. Remember, a hashtag is only live if it is written in the content caption.
- If you are facilitating in-person events and activities then make sure to include important details in the caption such as the meeting times, locations, how individuals can get in contact with organisers, where to register or buy tickets, or how to donate.
- Content captions also give you an opportunity to add a hyperlink in the text. Try to include a link to your website, or web pages where your audience can access more information about an event or service. (for example: <https://www.alzint.org/resource>)

Social media: Top tips and advice for creating your content

These tips provide ideas and best practices for creating your very own content for the World Alzheimer's Month campaign .

1 Using high-quality images or videos

- Use colourful, high-quality images or videos to catch attention! Video content is the strongest form of content, and most smartphones now provide the option to capture high quality footage. When sharing any form of content, try to avoid using pixelated or low-quality imagery.
- An extra tip for mobile photography is that smart phone cameras capture much better quality images and footage when taken in natural light.
- You can also use animation (on Canva and other editing apps – see below) to make your social media content stand out.

2 Editing your own videos

- Platforms like Instagram and TikTok offer in-app editing features. Once you have edited your video make sure to save it to your mobile to post it to your other social media accounts.
- Other apps like **Canva** and **InShot** can be used to edit videos on your mobile phone.

3 Sound On!

- Lots of videos are usually viewed on the mobile phone on silent mode. If your video has sound, music or someone speaking – show it! Add a sticker to remind people to listen with sound. Or add subtitles to the video for viewers to read while they watch.

Social media:

Top tips and advice for creating your content

4 Be personal and show yourself on camera

- This is the most powerful and engaging form of social media content, and it can be very quick and easy to create using your smartphone. Try recording a video of yourself using your talking to the camera and your online audience. You can talk about an upcoming event, your services, educate your audience about dementia stigma.

5 Show behind the scenes

- ‘Behind the scene’ content can be just as interesting as the main event or speech and is an opportunity to create and share content. Record a quick update to let your audience know all the work you do in the build-up to a key event. Share little scenes such as a volunteers are cooking food for your event, a team are setting up a stage, or people are warming up for a memory walk.

6 Don't use all your ideas and materials in one post

- Don't write too much in the caption or share all your images in one post. On social media, it is more effective to maintain a consistent presence over a longer period of time than to post everything in a short space of time.
- Creating multiple posts for the same event increases the chances that your audience will see your content.

Extra content ideas

- Walk and talk video at an event.
- Gatherings of people and public events – this could include memory walks, cultural dances, sharing food or creative activities.
- A formal video message of support from an organisation leader or politician.
- A staff/volunteer video talking through the key messages for the campaign.
- Media snippets: screengrab images of articles and interviews you have been featured in.
- Video messages from members of the public highlighting key campaign points.
- Video messages from people living with dementia and carers describing personal experiences

Social media

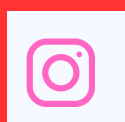
Best practices for channels

While this is not an extensive list of ‘best tips’ for each social platform, these tips should help guide you in posting better messaging and content for World Alzheimer’s Month.



Facebook

- **Who is on it?** Facebook has a diverse, wide-ranging audience base that includes older generations, women, urban/suburban residents and international users. It is also used by many professionals, organisations and businesses. Facebook is a great platform for reaching a broad range of audiences.
- **How do people get involved?** Facebook users engage with posts by liking, commenting, sharing, reacting and tagging. Engagement with posts helps increase your message’s visibility and generates wider interest in what you are sharing. Engagement also helps to increase the reach of your content – in others, how many people see what you have posted.
- **What works best?** Consider using messaging and content which centres around personal stories, educational content, infographics and upcoming community events, such as a Memory Walk.



Instagram

- **Who is on it?** Instagram has a large user base, particularly among younger generations, with over 2.35 billion active users. The platform is most popular amongst people under the age of forty millennials but is used by people from all around the world.
- **How do people get involved?** Instagram users engage with posts by liking, commenting, sharing and tagging. Instagram also has a range of features such as Stories, Reels and IGTV, which allow for more interactive and multimedia content. Like other platforms, hashtags are also commonly used on Instagram to categorise posts by topic or theme.
- **What works best?** Consider using high-quality and visually appealing images or videos, as well as utilising Instagram's various features including Stories, Reels, and Live to create engaging content.

Social media

Best practices for channels



TikTok

- **Who is on it?** TikTok is a popular social media platform, particularly among younger generations, with over 1 billion active users.
- **How do people get involved?** TikTok users engage with videos by liking, commenting, sharing and following. TikTok allows for a range of content, including music, special effect and filters, which can be used to create engaging and creative content. Hashtags are also commonly used on TikTok to group videos by topic or theme.
- **What works best?** Consider using high-quality and visually appealing videos and utilising the various features on TikTok to create engaging and creative content. TikTok's algorithm promotes content based on engagement and video views, so creating videos that encourage interaction (e.g. 'Like this video if you want to see similar videos'), can help increase the reach and engagement of your content. Additionally, using trending sounds, music and hashtags can also help increase the visibility of your videos.



LinkedIn

- **Who is on it?** LinkedIn is a professional networking platform used by professionals, businesses and organisations. It is particularly popular among job seekers and recruiters, as well as people interested in business and industry news.
- **How do people get involved?** LinkedIn users engage with posts by liking, commenting, sharing and following. Posts that offer industry insights, career advice or share business news tend to generate more engagement.
- **What works best?** Consider sharing news and insights around Alzheimer's disease and dementia, as well as information around upcoming events or outcomes from past events. Like all platforms, using images, videos or infographics in your post can help it stand out.

Social media

Best practices for channels



WhatsApp

- **Who is on it?** WhatsApp is a popular messaging app used by over 2 billion people worldwide. It is particularly popular among younger generations and international users.
- **How do people get involved?** WhatsApp users engage with messages by responding, sharing and forwarding, either to another individual person or in a group, which contains multiple people. As private messaging app, it's important to obtain permission from others before adding them to a group or sending messages.
- **What works best?** Consider using WhatsApp for personal communication and engagement with specific individuals or groups. For example, if you are in a WhatsApp group for carers, considering sharing informative and engaging content that is relevant to the interests or needs of carers.



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