

WORLD THROMBOSIS DAY
13 OCTOBER

Sample Social Media Posts

APRIL - SEPTEMBER

Global Mobilization

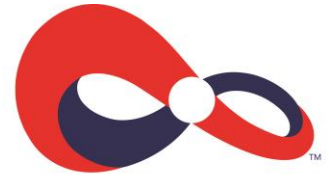
- We're proud to join @ThrombosisDay & hundreds of orgs worldwide dedicated to #StopDeadlyClots. Save the date for #WTD15 on 13 Oct.
- We're committed to #ThinkVTE for this year's World Thrombosis Day (13 Oct). Follow @ThrombosisDay for info about deadly blood clots.
- On 13 October, #ThinkVTE! Join the World Thrombosis Day movement and help us #StopDeadlyClots.
- Last year, 175+ groups worldwide mobilized around the first World Thrombosis Day. We're proud to be one. Learn more <http://bit.ly/WTDOnline>.
- #WTD15 is building momentum and urgency to #StopDeadlyClots. Join us on 13 Oct as we educate the world about the dangerous blood clots.
- In every continent around the globe, in every language, the risk remains. Being in the hospital increases your risk for VTE. #WTD15.
- Proud to be a part of a global movement that keeps growing! On 13 Oct, unite with @ThrombosisDay to #StopDeadlyClots.

Urgency to Think, Act

- Blood clots can be dangerous & deadly. Learn your personal risk and know the signs & symptoms. Learn more: <http://bit.ly/WTDOnline>
- VTE occurs when a blood clot breaks loose & travels to the lung. It's dangerous, deadly and overlooked. #ThinkVTE & help us #StopDeadlyClots
- #ThinkVTE as if your life depends on it. Learn the signs and symptoms at <http://bit.ly/WTDOnline>.
- Blood clots can be prevented. #ThinkVTE in and out of the hospital. Talk to your health professional and reduce the risk.
- Various risk factors can increase your likelihood of developing a blood clot. Be informed and visit <http://bit.ly/WTDOnline>. #ThinkVTE

THINK VTE

WorldThrombosisDay.org



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'Right' to VTE Risk Assessments

- Upcoming Dr. appointment or procedure? Ask about your risk of blood clots and VTE. Everyone has the right to risk assessment. #ThinkVTE
- Exercise your right to a VTE risk assessment! Be proactive. Be informed. Be well. Learn more at <http://bit.ly/WTDonline>
- Anyone going into the hospital should #ThinkVTE and ask for a blood clot risk assessment. #AwarenessMatters

Hospital-Associated VTE

- This year, @ThrombosisDay focuses on hospital-associated venous thromboembolism (VTE) and blood clots. Learn more: <http://bit.ly/WTDonline>.
- Are you at risk for a potentially deadly blood clot in the hospital? Read up at <http://bit.ly/WTDonline> and help us #StopDeadlyClots.
- Checking into a hospital? Then check out the facts on blood clots. Know if you are at risk. Visit <http://bit.ly/WTDonline> & follow @ThrombosisDay
- Checking into the hospital? Check out <http://bit.ly/WTDonline> to learn how you can reduce your risk of a blood clot.

Factoids / Did You Know Series

- Did you know: The longer the flight, the greater risk you have for developing a clot? #ThinkVTE. Join us in the global #WTDay15 movement.
- Did you know: Particular health conditions and disease can increase your chance of getting a blood clot? #ThinkVTE cc @ThrombosisDay
- Did you know: Being in the hospital is a leading risk factor for developing a blood clot & preventable VTE-related death? cc @ThrombosisDay
- Did you know: If you recently had surgery/injury and are in a hospital, you may be at risk of a blood clot? #ThinkVTE cc @ThrombosisDay
- Did you know: If you are not moving around well in the hospital, you may be at risk for a blood clot? #ThinkVTE cc @ThrombosisDay
- Did you know: to help prevent a blood clot during a hospital stay, your doctor may ask you to take medication or wear a leg device? #ThinkVTE
- Did you know: Many blood clots occur in the months after patients return home from the hospital. #ThinkVTE cc @ThrombosisDay
- Did you know: up to 60% of VTE events are hospital associated? #ThinkVTE. cc @ThrombosisDay
- Did you know: hereditary and biological factors increase your risk for VTE? Learn more at <http://bit.ly/WTDonline> cc @ThrombosisDay

THINK VTE

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Sports-Related

- It will be game over if you don't #ThinkVTE. Ask your doctor about blood clots. Go to <http://bit.ly/WTDonline>.
- Get in the game and get educated about potentially deadly blood clots. Join the global @ThrombosisDay movement. <http://bit.ly/WTDonline>
- Don't get sidelined by a blood clot. #ThinkVTE and know the signs and symptoms so you stay in the game.
- Star athletes are making the headlines because of blood clots that can sideline their career. Learn more at <http://bit.ly/WTDonline>.
- For the love of the game, know the signs and symptoms of blood clots and help to #StopDeadlyClots. Learn more at <http://bit.ly/WTDonline>.
- Don't be an amateur when it comes to knowing the playbook on blood clots. Get involved w/ #WTD15 at <http://bit.ly/WTDonline>



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OCTOBER 1-13

General

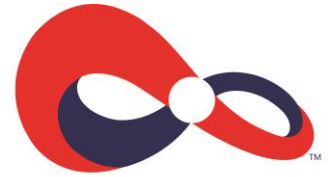
- Countdown to #WTD15. Get engaged. Help reduce the risk of potentially deadly blood clots. #ThinkVTE cc @ThrombosisDay
- Happy birthday Rudolf Virchow, pioneer of thrombosis. In his honor, today we recognize World Thrombosis Day cc @ThrombosisDay
- Get inspired. Get moving. Get in the know. Join #WTD15 and help us #StopDeadlyClots around the world.
- Today is World Thrombosis Day. Be active in the global movement and help #StopDeadlyClots by pledging to #ThinkVTE cc @ThrombosisDay
- It's finally here! Join organizations around the globe in recognizing #WTD15 and help #StopDeadlyClots. Cc @ThrombosisDay

WTD Twitter Chat

- Excited to participate in @ThrombosisDay's #WTD15 Twitter Chat. Save the date for 13 October and join the conversation!
- Gearing up for @ThrombosisDay's #WTD15 Twitter Chat. An hour dedicated to Q's and A's about hospital-associated VTE.

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OCTOBER 14 - NOVEMBER

General

- #WTD15 may be over but the movement to #StopDeadlyClots must go on! Help spread awareness and continue to follow @ThrombosisDay
- Want to relive the excitement of World Thrombosis Day? View @ThrombosisDay's photo gallery at <http://bit.ly/WTDOnline>.
- #WTD15 was a great success. We're proud to have participated in a movement that will hopefully save lives. #AwarenessMatters
- Remember to #ThinkVTE beyond World Thrombosis Day. Catch up on the latest news and resources via <http://bit.ly/WTDOnline>.

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