World Down Syndrome Day (WDSD)  “LOTS OF SOCKS”  
21 March 2017

Social Media Toolkit
We want to get people talking on WDSD, 21 March 2017.

We can do this if we all wear #lotsofsocks.

BUT NOT JUST ANY SOCKS...wear:

- our Official LOTS OF SOCKS socks;
- other brightly coloured socks, long socks, printed socks, 1 sock... even 3 socks for 3 chromosomes;
- If you do not normally wear socks, then wear them;
- AND WHY STOP AT SOCKS? Wear our LOTS OF SOCKS t-shirts, WDSD t-shirts or other brightly coloured clothing.

The choice is yours, but we ask you to join us wearing something which people will ask you about so that you can tell them all about WDSD. It is easy to do, so whether you are at home, nursery, school, college, university, work, play, travel, holiday or anywhere, join in!

On 21 March, wear #lotsofsocks and invite all your friends, family and colleagues to do the same.
To help create awareness, download our 2017 LOTS OF SOCKS poster here

- [LOTS OF SOCKS Poster](www.worlddownsyndromeday.org/lots-of-socks)

Should you require a high resolution poster for print, please email us [contact@ds-int.org](mailto:contact@ds-int.org).
Together we can get LOTS OF SOCKS trending by using the official # hashtags for Twitter, Facebook and Instagram which are:

#wdsd17
#lotsofsocks

Post your LOTS OF SOCKS events to the official WDSD website events page. We will share these events on our WDSD Facebook and Twitter Pages.

Like/follow our WDSD Facebook, WDSD Twitter and WDSD Instagram pages (linked below) and share our #lotsofsocks posts to help spread the word.

Use the official # hashtags in your social media #lotsofsocks posts and we will share them.
You can **use the following posts on social media** to get the world talking about our campaign:

- Let’s get people talking on #wdsd17. Wear #lotsofsocks on 21 March
- We can get people talking about #wdsd17 on 21 March if we all wear #lotsofsocks
- Wear brightly coloured socks, long socks, printed socks, 1 sock... even 3 socks for 3 chromosomes on #wdsd17 #lotsofsocks
- Don’t normally wear #lotsofsocks? Wear them on #wdsd17 21 March. And why stop at socks? Wear t-shirts or brightly coloured clothing
- Join us on 21 March wearing something which people will ask you about so that you can tell them all about #wdsd17
- Whether you are at home, nursery, school, college, university, work, play, travel, holiday or anywhere, wear #lotsofsocks on #wdsd17
- On #wdsd17 21 March, wear #lotsofsocks and invite all your friends, family and colleagues to do the same

Come up with your own versions which may be more personalised. Think about using images which appeal to a wide audience.

**Down Syndrome International**

Email: contact@ds-int.org  
Phone: 0044 (0)1392 357554  
WDSD Website: [https://worlddownsyndromeday.org](https://worlddownsyndromeday.org)  
DSi Website: [https://ds-int.org/](https://ds-int.org/)