

# Alzheimer's

## EVERY MINUTE COUNTS

### *Alzheimer's: Every Minute Counts* Social Media Toolkit

#### Tips for Online Promotion

- Follow the #EveryMinuteCountsPBS hashtag to join conversations around to the film
- Maximize your reach by connecting with local affinity groups via their social media channels
- Geo-target Facebook posts to members of your community, especially for events
- Take advantage of PBS posts by sharing them with your followers – don't forget to embed YouTube clips (videos perform very well across social media platforms)

#### Twitter: Sample Tweets

- #EveryMinuteCountsPBS is an urgent wake-up call about the national threat of #Alzheimers. Watch on @pbs 1/25 @ 10/9c <http://bit.ly/PreviewPBS>
- #EveryMinuteCountsPBS reveals the social & economic crisis unless a cure for #Alzheimers is found. @pbs 1/25 @ 10/9c <http://bit.ly/PreviewPBS>
- The statistics surrounding #Alzheimers are staggering. Watch #EveryMinuteCountsPBS & learn more on @pbs 1/25 @ 10/9c <http://bit.ly/PreviewPBS>
- 6 in 10 ppl w/ #dementia wander. Learn the risks of #Alzheimers with #EveryMinuteCountsPBS, watch: @pbs 1/25 @ 10/9c <http://bit.ly/PreviewPBS>
- Daisy every day caring for her mother who has #Alzheimers. Watch #EveryMinuteCountsPBS on @pbs 1/25 @ 10/9c <http://bit.ly/DaisyPBS>
- Rick is struggling with his mother's #dementia symptoms. Watch #EveryMinuteCountsPBS on @pbs 1/25 @ 10/9c <http://bit.ly/RickPBS>

#### *Every Minute Counts At-A-Glance*

##### **Premiere:**

Wednesday, January 25, 2017 at 10:00-11:00pm ET

**Website:** <http://www.pbs.org/EveryMinuteCounts>

##### **Clips:**

All: <http://bit.ly/AllClipsPBS>

[Alzheimer's: Every Minute Counts Preview](#)

[The Need for Alzheimer's Research](#)

[The Public Health Crisis of Alzheimer's](#)

[The Challenges that Come with Alzheimer's](#)

[The Personal Reality of Alzheimer's](#)

[Alzheimer's in Rural Communities](#)

[The Emotional Toll of Alzheimer's Disease](#)

[What is Alzheimer's?](#)

[Tips for Healthy Brain Aging](#)

##### **Information, Photos, & Resources:**

<http://bit.ly/EveryMinuteCountsPressKit>

##### **Hashtags:**

#EveryMinuteCountsPBS

#Alzheimers

#dementia

#brainhealth

##### **Helpful Handles to Tag & Follow:**

@alzassociation @dfamerica\_

@NextAvenue @tpt

@pbs @RudyTanzi

@UsAgainstAlz

##### **Facebook Accounts to Tag & Follow:**

[www.facebook.com/Alzheimer's Association](http://www.facebook.com/Alzheimer's Association)

[www.facebook.com/Dementia Friendly America](http://www.facebook.com/Dementia Friendly America)

[www.facebook.com/Next Avenue](http://www.facebook.com/Next Avenue)

[www.facebook.com/tptpbs](http://www.facebook.com/tptpbs)

[www.facebook.com/pbs](http://www.facebook.com/pbs)

a production of



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Ray and Dagmar  
Dolby Family Fund

and by

Charles M. Denny, Jr. and Carol E. Denny  
Fund of The Minneapolis Foundation  
Eliee Crosby - The Longview Foundation

national partner



community partner



- Learn about the unique challenges of #Alzheimers in rural communities. Watch #EveryMinuteCountsPBS. @pbs 1/25, 10/9c <http://bit.ly/JeanPBS>
- Kerry shares the challenges that come with #Alzheimers. #EveryMinuteCountsPBS on @pbs 1/25, 10/9c <http://bit.ly/KerryPBS> @alzassociation
- What is #Alzheimers? Get the facts, watch #EveryMinuteCountsPBS on @pbs 1/25 @ 10/9c <http://bit.ly/AlzheimersPBS>
- Without a cure, #Alzheimers will be a massive public health crisis. Watch: #EveryMinuteCountsPBS on @pbs 1/25, 10/9c <http://bit.ly/CrisisPBS>
- Learn about the need for more #Alzheimers research, watch #EveryMinuteCountsPBS on @pbs 1/25 @ 10/9c <http://bit.ly/ResearchPBS>

### Facebook: Sample Posts

- ALZHEIMER'S: EVERY MINUTE COUNTS is an urgent wake-up call about the national threat posed by Alzheimer's disease. Many know the unique tragedy of this disease, but few know that Alzheimer's is one of the most critical public health crises facing America. This powerful documentary illuminates the social and economic consequences for the country unless a medical breakthrough is discovered for this currently incurable disease. #EveryMinuteCountsPBS premieres Wednesday, 1/25 at 10/9c on PBS. <http://bit.ly/PreviewPBS>
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