



THE
NEURODIVERSITY
ALLIANCE

NEURODIVERSITY IS *Celebrated!*

**OCTOBER IS LEARNING
DISABILITIES AWARENESS MONTH**

Social Media Toolkit

HOW TO USE THIS TOOLKIT

Most campaign assets are hosted in an external Google Drive folder.

Each section includes a direct link to access the assets.

- Add your word or phrase using whatever tool you prefer - Canva, Photoshop, Instagram text tool, Facebook editor, or even by hand on the poster.
- The only exception is the Profile Picture Frames, which open in Canva. You'll need a FREE Canva account to edit and export your frame.

Get creative, stay true to yourself, and don't worry about being perfect, this campaign is about showing up and sharing your story.



Social Media Graphics (Feed Posts)

These ready-to-use graphics are perfect for Instagram, Facebook, LinkedIn, or X.

1. Download your favorite graphic.
2. Add your “Neurodiversity Is...” word or phrase using [Canva](#), or another app.
3. Save and export as a JPG.
4. Post on your feed.
5. Tag **@TheNDAlliance** and include the hashtags #NeurodiversityIs #TheNDAlliance #1in5!

Grab Your Graphics Here!

Captions & Hashtags

We've drafted ready-to-use captions for Instagram, Facebook, LinkedIn, X, and TikTok — plus ally-friendly options — along with alt text suggestions and a full hashtag bank.

1. Click the button below.
2. Select the caption that fits your platform.
3. Personalize it with your word/story.
4. Copy and paste directly into your post.
5. Add the hashtags #NeurodiversityIs #TheNDAlliance #1in5

Get Captions & Hashtags Here

Profile Picture Frames

Show your support with a custom profile picture frame.

Must have a Canva account to use!

1. Open the Canva template link.
2. Upload your photo.
3. Place your photo behind the frame.
4. Download your finished profile picture.
5. Update your profile photo on your social platforms.

Make Your Pic Pop in Canva

Facebook Cover Photo

Add campaign flair to your Facebook profile or page with a branded cover photo.

1. Download your favorite cover photo.
2. Go to your profile or page.
3. Select “Edit Cover Photo.”
4. Upload the campaign image.
5. Save your changes.

Level Up Your Facebook

LinkedIn Cover Photo

Bring the campaign to your professional network with a LinkedIn background banner.

1. Download the LinkedIn cover photo.
2. Go to your LinkedIn profile.
3. Click the cover banner area.
4. Select "Upload Photo."
5. Save your changes.

Get Your LinkedIn Banner

Stories for Instagram/Facebook

These story templates are designed to be quick, interactive, and easy to share.

1. Download a story template.
2. Open Instagram or Facebook and start a Story.
3. Upload the campaign graphic.
4. Add your own word as text or a sticker.
5. Tag **@TheNDAlliance**.
6. Share your Story.

Snag a Story Now

Printable Poster

Prefer offline creativity? Print a poster, write in your word, and share a photo.

1. Download and print the poster.
2. Write in your chosen word or phrase.
3. Take a photo with your completed poster.
4. Post the photo on social media.
5. Tag **@TheNDAlliance** and include the hashtags #NeurodiversityIs #TheNDAlliance #1in5

Print It. Write It. Snap It.

PARTICIPATION CHECKLIST

Not sure where to start? Here's your quick campaign to-do list:

- ☒ Download an asset from this toolkit
- ☒ Add your word or phrase
- ☒ Post to your preferred platform(s)
- ☒ Tag @TheNDAlliance
- ☒ Use the hashtag #NeurodiversityIs



THANK YOU!

**Thank you for helping us spread the message:
Neurodiversity Is powerful, creative, and worth celebrating.**

**Every post amplifies the voices of the neurodivergent community.
Together, we can make this October louder, prouder, and more inclusive.**

[See More on the Campaign Webpage](#)