

29th October- 4th November

**PSORIASIS
AWARENESS
WEEK 2020**
#KnowYourPso

Digital Media Pack

Join the Conversation Online

#KnowYourPso #PAW2020

www.psoriasis-association.org.uk

www.psoteen.org.uk

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Everything in this pack has been created to help you to promote Psoriasis Awareness Week on social media.

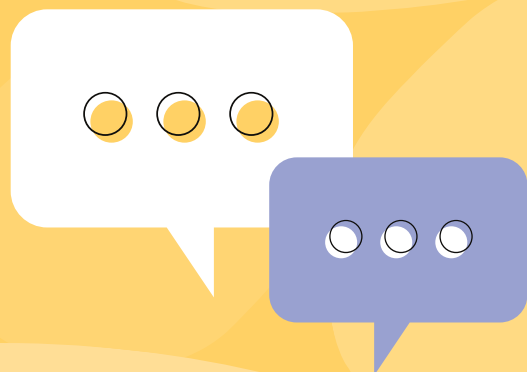
INTRODUCTION

Psoriasis Awareness Week 2020 will run from World Psoriasis Day on **Thursday 29th October to Wednesday 4th November**. This year's theme is 'types of psoriasis'.

Aims:

1. **To raise awareness of the Psoriasis Association** and the services we offer to support people with psoriasis and psoriatic arthritis.
2. **To raise awareness of psoriasis and psoriatic arthritis** among those with the condition and the general public.

SHARE YOUR MESSAGES



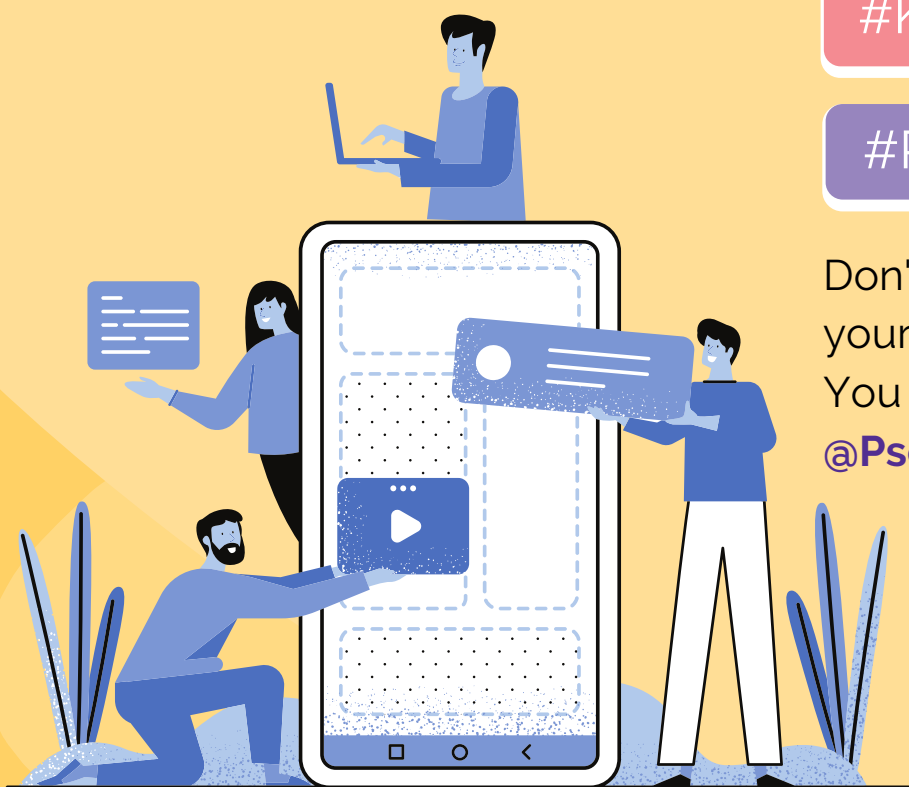
It's your Psoriasis Awareness Week too and we want to promote what you're up to! Share your stories, photos, videos, artwork and messages with us on social media.

Make sure you use our hashtags **#KnowYourPso** and **#PAW2020** so we can find and share your messages on the Psoriasis Association social media channels.

#KnowYourPso

#PAW2020

Don't forget to tag us in your posts on social media. You can find us at **@PsoriasisUK**



WHAT WE WANT YOU TO DO

We want you to share your messages with us throughout the week, here are some ideas for contributing to the conversation.

Share your pictures

Share a photo of yourself alongside a caption talking about your psoriasis and how it impacts you. Tell us what you want people to know about psoriasis.



Share your videos



Share a video of yourself speaking about your experiences of psoriasis. Whether you have the condition yourself, or are a friend or family member of someone with psoriasis.

Share our social media posts

Alternatively, what about sharing one of our social media posts to your profile? You can download our assets using the link below



Download our PAW2020 assets [here](#)

KEY RESOURCES

We have created downloadable assets for you to use on your social media channels to show your support for Psoriasis Awareness Week 2020. **Just click the links below to download the assets.**



Facebook
Cover Image



Facebook
Post



Instagram
Post



LinkedIn
Banner

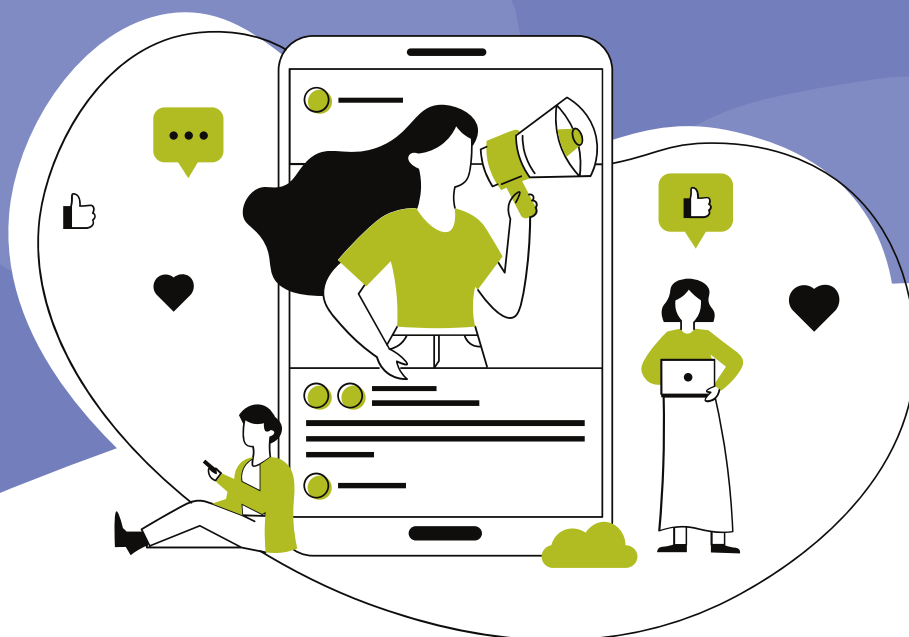


Twitter
Header



Twitter
Post

Key hashtags : **#PAW2020** **#KnowYourPso**



TWEET YOUR SUPPORT

Use these suggested tweets, or one of your own, to show your support for Psoriasis Awareness Week and this year's theme 'types of psoriasis'.

I am supporting Psoriasis Awareness Week 2020. Did you know that there are many types of psoriasis and that each can affect people in different ways? Join the campaign to #KnowYourPso #PAW2020 <http://ow.ly/ijWX50BYyVk>



This Psoriasis Awareness Week (29th Oct – 4th Nov) join me in raising awareness of the different types of psoriasis and the ways they impact the lives of those affected. #PAW2020 #KnowYourPso <http://ow.ly/ijWX50BYyVk>



I am supporting this year's Psoriasis Awareness Week which is turning the spotlight on different types of #psoriasis and encouraging you to #KnowYourPso. #PAW2020 <http://ow.ly/ijWX50BYyVk>



Try clicking on one

Add images to your posts to make them eye catching, why not use our PAW digital toolkit? Available [here](#).

FACEBOOK POSTS

Show your support on Facebook using one of our suggested posts, or make one up of your own!

I am supporting Psoriasis Awareness Week 2020.

Psoriasis is more than just a skin condition and it can affect people both physically and psychologically.

Join me and help raise awareness!

#PAW2020 #KnowYourPso

<http://ow.ly/ijWX50BYyVk>



This Psoriasis Awareness Week (29th Oct – 4th Nov) join me in raising awareness of the different types of psoriasis and the ways they impact the lives of those affected.

#PAW2020 #KnowYourPso

<http://ow.ly/ijWX50BYyVk>



Why not use graphics from our digital toolkit? Available [here](#)

FOR ORGANISATIONS

We're proud supporters of Psoriasis Awareness Week 2020 which aims to raise awareness of different types of psoriasis and the profound impact they can have on people's lives. #KnowYourPso #PAW2020
<http://ow.ly/ijWX50BYyVk>



We're supporting this year's Psoriasis Awareness Week which is turning the spotlight on different types of #psoriasis and encouraging you to #KnowYourPso. #PAW2020 <http://ow.ly/ijWX50BYyVk>



UPDATE YOUR PROFILE PICTURE

Update your profile picture on Facebook or Twitter with our Psoriasis Awareness Week Twibbon



Add a twibbon to your profile here

Share with your followers:

I've updated my profile picture to support this year's Psoriasis Awareness Week. You can too: <http://ow.ly/HVWN5owT9rc> #PAW2020 #KnowYourPso



KEEP UP TO DATE...

Keep up to date throughout Psoriasis Awareness Week by visiting our website and digital channels:



Website



Facebook



Twitter



LinkedIn



Instagram



YouTube