



IT'S NOT PARKINSON'S. IT'S SWAGGER.

social media toolkit

Find Your Swagger is all about living boldly and unapologetically with Parkinson's, with the tagline – "It's not Parkinson's. It's Swagger."

Find Your Swagger aims to raise awareness for Parkinson's through an inspiring and uplifting message that challenges the stigma people with Parkinson's experience, and encourages them to be bold and live well.

To unite our community, we have put together the following materials that can be shared on your own social media (Facebook, Instagram, LinkedIn, and Twitter/X).

If you have any questions, or need any support from us to utilize these tools, please email communications@parkinson.ca.

FindYourSwagger.ca

Sample text:

It's not Parkinson's, it's swagger! It's a part of who we are, our own unique rhythm in the music of life. Check out the new campaign from Parkinson Canada and let's change the narrative to show that a life with Parkinson's can be rich with passion and purpose.

#Findyourswagger #ParkinsonCanada #Parkinson's

Video Links



[download now](#)
30 second video ad



[download now](#)
60 second video ad