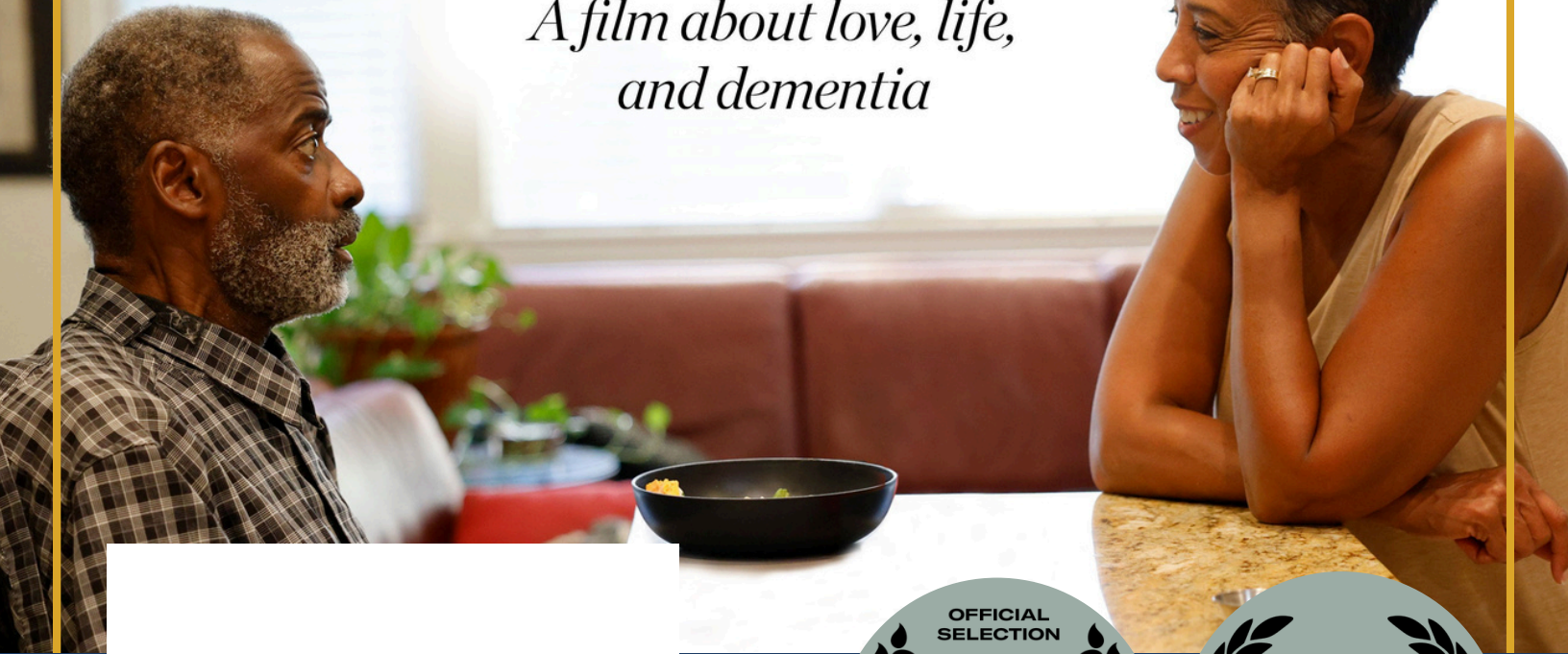


# FACING THE WIND

*A film about love, life,  
and dementia*



SOCIAL MEDIA TOOLKIT **mpt** 





# SOCIAL MEDIA TOOLKIT

*Facing the Wind* follows two women, whose lives are irrevocably changed by their husbands' diagnosis with Lewy body dementia (LBD) — a widespread, but little-known condition.



To help address the lack of information about the disease, Linda Szypula helps start a podcast that grows into a unique online support community. There she meets Carla Preyer and they bond deeply over their shared challenges and dark humor. As their husbands begin to disappear into dementia, their connection to each other—and to their extraordinary support group—helps them cope with their grief, rise to the overwhelming demands of caregiving, and emerge whole on the other side.

This social media toolkit will provide you with the text and graphics to help you to easily share our campaign on your channels in promotion of the film.

We encourage you to tag and follow us on [Facebook](#) and [Instagram](#). For more information and resources, please [visit the film's website](#),



# SAMPLE IMAGES

*You can find downloadable files and their corresponding captions in this Google Drive.*

*Caregiving can be a full-time job.  
Where do you turn for help?*



**FACING THE WIND**  
*A new film about love, life and caregiving*

**FACING THE WIND**  
*A new film about love, life and dementia.*



*Ask for help. Don't try to do this alone.*

*Being a caregiver can be overwhelming.  
"Don't try to do it alone."*



**FACING THE WIND**  
*A new film about love, life and caregiving*

*Being a caregiver can be overwhelming.  
"Don't try to do it alone."*



**FACING THE WIND**  
*A new film about love, life and caregiving*



# SAMPLE IMAGES

*You can find downloadable files and their corresponding captions in this Google Drive.*

**FACING THE WIND**  
*A new film about love, life and dementia*

*"He's still my soulmate and that just doesn't go away."*

**FACING THE WIND**  
*A new film about love, life and caregiving*

*"I want to make him as happy as possible, while he still can have some joy."*

**FACING THE WIND**  
*A new film about love, life and dementia*

*"We started a support group because we all felt so isolated."*

**FACING THE WIND**  
*A new film about love, life and dementia*

*"Ask for help. Don't try to do this alone."*



# FACEBOOK CAPTIONS

***You can find downloadable files and their corresponding captions in this Google Drive.***

“

Lewy body dementia is a serious disease that affects about 1.4 million people in the U.S. This number does not include the many spouses and family members who care for loved ones with this debilitating affliction. "Facing The Wind" is a new film that explores this complex issue.

@ftwfilm @LewybodyNY  
@lewybodydementia  
@dementiaorg

”

“

The lives of family members with spouses or loved ones suffering from a debilitating disease are severely impacted by the strain of providing significant care--it can take over their whole lives and they need support.

@ftwfilm @LewybodyNY  
@lewybodydementia  
@dementiaorg

”

“

"Facing The Wind" is a new documentary that explores Lewy body dementia, a serious debilitating disease affecting 1.4 million Americans, and the family caregivers who struggle to support them.

@ftwfilm @LewybodyNY  
@lewybodydementia  
@dementiaorg

”



# INSTAGRAM CAPTIONS

*You can find downloadable files and their corresponding captions in [this Google Drive](#).*

“

Lewy body dementia is a serious disease that affects about 1.4 million people in the U.S. This number does not include the many spouses and family members who care for loved ones with this debilitating affliction. "Facing The Wind" is a new film that explores this complex issue. @ftwfilm @lewybodydementiaassociation @dementiaorg #Lewybodydementia #Caregivers

”

“

The lives of family members with spouses or loved ones suffering from a debilitating disease like Lewy body dementia are severely impacted by the strain of providing significant care. It can take over their whole lives and they need support. "Facing The Wind" is a new film that explores this complex issue. #Caregivingsupport #familycaregiver #dementiacaregiving @ftwfilm @lewybodydementiaassociation @dementiaorg

”

“

"Facing The Wind" is a new documentary that explores Lewy body dementia, a serious debilitating disease affecting 1.4 million Americans, and the family caregivers who struggle to support them. "Facing The Wind" is a new film that explores this complex issue. @ftwfilm #Lewybodydementia #Lewybody #Caregiving #Dementiacaregiver @lewybodydementiaassociation @dementiaorg

”



# RELEVANT HASHTAGS

**#Lewybodydementia**  
**#Lewybody**  
**#Dementia**  
**#Caregivers**  
**#Caregiving**  
**#Caregiversupport**  
**#Dementiacaregiver**  
**#Dementiacaregiving**  
**#alzheimerscaregiver**  
**#Familycaregiver**  
**#Caregiverlife**  
**#GreaterThanLouis**  
**#dementiaadvocate**  
**#dementiasupport**  
**#AScarfForLewy**  
**#nevergiveup**  
**#dementiacaregiver**  
**#lewybodydementiawarrior**  
**#lewybodydementiaawareness**  
**#LBDandMe**  
**#LivingWellwithLewy**  
**#lewybodyawarenessanlewy**



# SELECT CITIZEN GROUPS AND NON-PROFITS TO TAG



## **Lewy Body Dementia Resource Center**

FACEBOOK: [facebook.com/lewybodyNY](https://facebook.com/lewybodyNY)

INSTAGRAM: [instagram.com/lewybodyny](https://instagram.com/lewybodyny)



## **Alzheimer's Association**

FACEBOOK: [facebook.com/lewybodyNY](https://facebook.com/lewybodyNY)

INSTAGRAM: [instagram.com/lewybodyny](https://instagram.com/lewybodyny)



## **CaringKind**

FACEBOOK: [facebook.com/lewybodyNY](https://facebook.com/lewybodyNY)

INSTAGRAM: [instagram.com/lewybodyny](https://instagram.com/lewybodyny)



## **Lewy Body Dementia Association**

FACEBOOK: [facebook.com/LewyBodyDementia](https://facebook.com/LewyBodyDementia)

INSTAGRAM: [instagram.com/lewybodydementiaassociation](https://instagram.com/lewybodydementiaassociation)



## **National Institute on Aging**

FACEBOOK: [facebook.com/NIHAging](https://facebook.com/NIHAging)

INSTAGRAM: [instagram.com/ioaging](https://instagram.com/ioaging)



## **Inova Parkinson's and Movement Disorders Center**

FACEBOOK: [facebook.com/InovaHealth](https://facebook.com/InovaHealth)

INSTAGRAM: [instagram.com/InovaHealth](https://instagram.com/InovaHealth)



## **Dementia Society of America**

FACEBOOK: [facebook.com/dementiaorg](https://facebook.com/dementiaorg)

INSTAGRAM: [instagram.com/dementiaorg](https://instagram.com/dementiaorg)



## **National Organization For Rare Disorders**

FACEBOOK: [facebook.com/NationalOrganizationforRareDisorders](https://facebook.com/NationalOrganizationforRareDisorders)

INSTAGRAM: [instagram.com/nord\\_rare](https://instagram.com/nord_rare)