



World  
Down  
Syndrome  
Day 2026

social media



toolkit

Scan to visit the  
WDSD website:



SCAN HERE



Together Against Loneliness



## What to say

What message do you want to share on World Down Syndrome Day?

- Do you have experience of loneliness that you would like to share?
- Do you have advice for people who are feeling lonely?
- Do you know of an organisation that is making a positive difference for people who experience loneliness?
- Are you doing something special for World Down Syndrome Day? For example, a fundraising challenge or joining the Lots Of Socks campaign.
- For more ideas, read our **Key Messages** resource

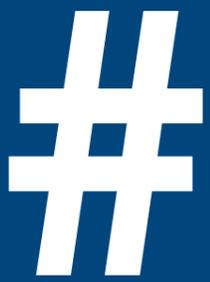
Remember to 'Like' and 'Share' posts from others to help messages reach a wider audience.





## Hashtags and handles

Please include these hashtags in your social media posts to join our global conversation:



#WorldDownSyndromeDay

#LotsOfSocks

#TogetherAgainstLoneliness

Please tag World Down Syndrome Day using our handles so we see your posts:



Facebook: @WorldDSDay

Instagram: @WorldDownSyndromeDay

X: @WorldDSDay

For more information, please email  
[anna@worlddownsyndromeday.org](mailto:anna@worlddownsyndromeday.org)



**Together Against Loneliness**

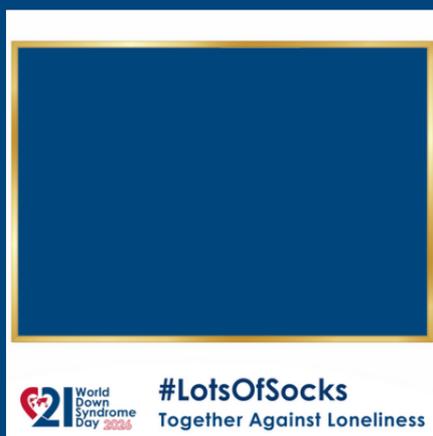


## Image assets

We have created a set of 30+ images that you can use in your posts, including:

- The WDSO logo
- Key messages about Down syndrome and Loneliness
- Words Matter - what to say and what not to say
- #LotsOfSocks - stand with us on 21 March
- #LotsOfSocks selfie templates
- Light up a landmark gallery

Click [here](#) to view our social media assets.





# Accessibility

Follow the [UN Disability-inclusive communication guidelines](#) to make your social media content accessible.

Each platform is different, so please also refer to their guidance for tailored advice.

Here are some key tips:

- Write in plain language.
- Insert alt text to all images so people with vision impairments can access them. If alt text cannot be attached to an image, include alt text in the caption or post details.
- Hashtags should use 'CamelCase'. Capitalise the first letter of each word (for example, #WorldDownSyndromeDay) so screen readers read the hashtag correctly.





# World Down Syndrome Day 2026

## Who are we?

World Down Syndrome Day is a global awareness day which has been officially observed by the United Nations since 2012.

On **21 March** each year we create a single global voice advocating for the rights, inclusion and well being of people with Down syndrome.

Visit [worlddownsyndromeday.org](http://worlddownsyndromeday.org) to learn more.

The World Down Syndrome Day website and associated activities are coordinated by **Down Syndrome International** in collaboration with the **National Down Syndrome Society** and the **Down's Syndrome Association**.



Visit [worlddownsyndromeday.org](http://worlddownsyndromeday.org) to learn more.



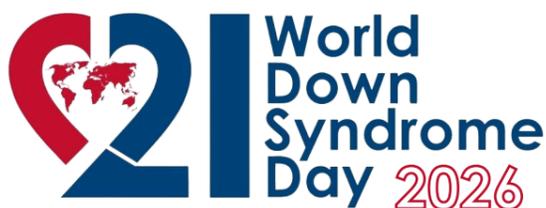
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