***Social Media Template***

***Blood Cancer Awareness Month 2025***

**Directions:** This content is designed to be posted during Blood Cancer Awareness Month. You may pick one, all, or some of the posts below to recognize the month. When posting to Instagram, you should add GVHDAlliance.org to your organization’s bio (in addition to posting) as hyperlinks are not supported in organic Instagram posts.

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| **Social Platform** | **Copy** | **Graphic** |
| Facebook, X/Twitter, and LinkedIn | Graft-versus-host disease, or #GVHD, can occur after an allogeneic bone marrow/stem cell transplant, which is a treatment option for certain types of blood cancers and other disorders. Learn more about GVHD at GVHDAlliance.org.  #GVHDAlliance #BloodCancerAwarenessMonth | Use Video 1 |
| Instagram | Graft-versus-host disease, or #GVHD, can occur after an allogeneic bone marrow/stem cell transplant, which is a treatment option for certain blood cancers and other disorders. Learn more at the link in bio.  #GVHDAlliance #BloodCancerAwarenessMonth |
| Facebook, X/Twitter, and LinkedIn | It's #BloodCancerAwarenessMonth – do you know the signs & symptoms of graft-versus-host disease, or #GVHD? Learn more at GVHDAlliance.org.  #GVHDAlliance | Use Video 2 |
| Instagram | It's #BloodCancerAwarenessMonth – do you know the signs & symptoms of graft-versus-host disease, or #GVHD? Learn more at the link in bio.  #GVHDAlliance |