



## Welcome to the #OwnTheLabel campaign!

During Learning Disability Awareness Month, we encourage individuals with learning disabilities, like Dyslexia and ADHD, to proudly own their label. Use this toolkit to help spread awareness and foster an inclusive community across social media.

### Toolkit Contents

1. **[Profile Frames](#)**: How to add #OwnTheLabel frames to your LinkedIn and Facebook profiles.
2. **[Cover Photos](#)**: Step-by-step instructions to update your LinkedIn and Facebook cover photos.
1. **[Suggested Copy](#)**: A sample post you can use or adapt for your platforms.

**Note:** Some of these graphics require the use of Canva.com. If you need guidance on how to use Canva.com, [please click here](#).

### Profile Frames: LinkedIn & Facebook

#### LinkedIn:

- Download any of the two #OwnTheLabel frame images [linked here](#).
- Add your picture, using the upload feature in Canva. [Learn how to do this here](#).
- Go to your LinkedIn profile.
- Click on your profile photo and select “Edit Photo”.
- Click “Add Frame” and upload the #OwnTheLabel frame image.
- Resize and reposition your profile picture as needed.
- Save and share your updated profile!

#### Facebook:

- Download any of the two #OwnTheLabel frame images [linked here](#).
- Add your picture, using the upload feature in Canva. [Learn how to do this here](#).
- Go to your Facebook profile.

- Click the camera on your profile picture and click “Choose Profile Picture”.
- Select the image graphic you just downloaded.
- Adjust the size and positioning of your photo.
- Save changes, and you’re ready to go!

## **Cover Photos: LinkedIn & Facebook**

### **LinkedIn:**

- Go to the [#OwnTheLabel cover photo folder](#) and download the one you want to use.
- Go to your LinkedIn profile.
- Click the pencil icon at the top right of your profile cover.
- Upload the #OwnTheLabel cover photo you’ve selected.
- Adjust if necessary and save your changes.

### **Facebook:**

- Go to the [#OwnTheLabel cover photo folder](#) and download the one you want to use.
- Visit your Facebook profile.
- Click on the cover photo area (or camera icon) and select “Upload Photo”.
- Upload the #OwnTheLabel cover photo you’ve selected.
- Drag to reposition and save.

## **Suggested Copy**

October is Learning Disabilities Awareness Month! I’m celebrating myself as a person with/who is [ADHD, Dyslexia, an ally, etc.]. Let’s all celebrate our identities, #OwntheLabel with me! Find out how @TheNDAlliance. #LearningDisabilities

## **Campaign Hashtags**

Be sure to include these hashtags in your posts:

- #OwnTheLabel
- #TheNDalliance
- Specific ND Labels (ie #ADHD, #Dyslexia)

## Using Canva.com

1. Set up your free account with Canva.
2. Make a Copy of the Template:
  - Once you open the template, click “Use Template For New Design” at the bottom. This will create a copy of the design in your Canva account that you can edit.
3. Upload Your Own Photo:
  - In Canva, select the “Uploads” tab from the left-hand menu.
  - Click “Upload Files” and choose your own photos from your device.
  - Once uploaded, drag and drop your images into the design. Canva will automatically adjust them to fit the designated spaces.
4. Download Your Custom Graphic:
  - Once your design is complete, click the “Share” button in the top-right corner.
  - Select “Download” and choose your file format (PNG is recommended for high-quality social media images).
  - Save the image to your computer or device.
5. Share on Social Media:
  - Upload your custom design to your preferred social media platform.

## Additional Information

For more information, visit [thendalliance.org/awareness](https://thendalliance.org/awareness) or follow us on social media (@thendalliance) to stay updated on campaign events and announcements.

Feel free to reach out if you have any questions or need additional assets for the #OwnTheLabel campaign. Together, let's make a difference by raising awareness and owning our labels!