



CELEBRATE 3.21 • SOCIAL MEDIA KIT

Family Social Media Kit

March 7–21, 2027



Six posts over two weeks to share how your family celebrates World Down Syndrome Day. Every post has two caption options: one for families who have a loved one with Down syndrome, and one for families celebrating as friends and supporters.

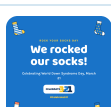
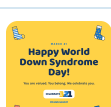
WHAT'S INSIDE

- 1 The two-week plan
- 2 6 ready-to-post graphics
- 3 Captions to copy & paste
- 4 Alt text for every image
- 5 Privacy & photo tips
- 6 Bonus posts, stories & replies

TWO WEEKS, SIX POSTS

Your family's 3.21 countdown

Post on these dates, or any day close to them. Six posts is plenty. Even one or two makes a difference.

WHEN	POST	GRAPHIC
Sun, Mar 7	1. We're celebrating! Let friends know what's coming	
Wed, Mar 10	2. Why 3.21? Share one fact	
Sun, Mar 14	3. Join us: socks on Friday! Invite friends to join in	
Thu, Mar 18	4. Sock drawer check! A fun, quick reminder	
Fri, Mar 19	5. We rocked our socks! The big photo post	
Sun, Mar 21	6. Happy World Down Syndrome Day! The heart post	

HASHTAGS

Always use both: **#Celebrate321**
#WorldDownSyndromeDay

Add one or two: #RockYourSocks · #LotsOfSocks ·
#CanalWinchester · #Every21st

Capitalize each word in a hashtag so screen readers can read it, and put hashtags at the end.

BEFORE YOU POST

- You decide what to share. Your family's story is yours.
- Ask your child, when they can answer, if they want to be in the photo.
- Feet and sock photos are always a great choice.
- Skip medical details, school names, and location tags.
- Use your loved one's name, or the words they prefer.

COPY, PASTE & PERSONALIZE

Posts 1 and 2

Swap in anything in the highlighted [brackets]. Add an emoji or two if you like.



File: Family_Social_1_Celebrating.png
Alt text: Coral graphic with socks that says: Our family is celebrating 3.21! 14 days to World Down Syndrome Day, Sunday, March 21.

1 SUN, MAR 7 We're celebrating!

Post this: The graphic, or a family photo holding up your socks.

IF SOMEONE YOU LOVE HAS DOWN SYNDROME

Two weeks until World Down Syndrome Day! This year our family is celebrating [name] and everyone who makes our world brighter. Follow along as we count down to 3/21. Time to find your wildest socks!
#Celebrate321 #WorldDownSyndromeDay

CELEBRATING AS FRIENDS & SUPPORTERS

Two weeks until World Down Syndrome Day! Our family is joining Celebrate 3.21 to celebrate our friends with Down syndrome and to learn how we can make room for everyone. Follow along, and start digging for your wildest socks!
#Celebrate321 #WorldDownSyndromeDay



File: Family_Social_2_Why_321.png
Alt text: Navy graphic that says: Why March 21? Three copies of the 21st chromosome. Down syndrome means three copies of chromosome 21, so the day is 3/21.

2 WED, MAR 10 Why 3.21?

Post this: The graphic, plus one thing you love or have learned.

IF SOMEONE YOU LOVE HAS DOWN SYNDROME

Why March 21? Because Down syndrome means three copies of the 21st chromosome: 3/21! For us, it's a day to celebrate [name]: [his/her/their] laugh, [favorite thing], and the way [he/she/they] [something they do]. One thing we want you to know: [one thing].
#Celebrate321 #WorldDownSyndromeDay

CELEBRATING AS FRIENDS & SUPPORTERS

Did you know World Down Syndrome Day is on 3/21 because people with Down syndrome have three copies of the 21st chromosome? This week our family is reading [book title] together and talking about how different looks good here.
#Celebrate321 #WorldDownSyndromeDay

COPY, PASTE & PERSONALIZE

Posts 3 and 4

Swap in anything in the highlighted [brackets]. Add an emoji or two if you like.



File: Family_Social_3_Join_Us.png
Alt text: Yellow graphic with socks that says: Rock your socks with us! Friday, March 19. Wear your wildest, most mismatched socks and share a photo.

3 SUN, MAR 14

Join us: socks on Friday!

Post this: The graphic, or a photo of your sock pile. Tag friends to invite them.

INVITE FRIENDS (WORKS FOR EVERYONE)

One week to go! On Friday, March 19, our family is rocking our wildest, most mismatched socks for World Down Syndrome Day. Will you join us? Post your socks and tag us so we can see! I'm tagging [friend], [friend], and [friend]. You're in, right?

#Celebrate321 #WorldDownSyndromeDay

SHORTER VERSION

Friday, March 19 = Rock Your Socks Day! Wear your silliest socks with us to celebrate World Down Syndrome Day, then share a picture. Who's in?

#Celebrate321 #WorldDownSyndromeDay



File: Family_Social_4_Tomorrow.png
Alt text: Light blue graphic with socks that says: Sock drawer check! Tomorrow is Rock Your Socks Day. Mismatched is perfect.

4 THU, MAR 18

Sock drawer check!

Post this: A photo or short video of everyone picking out socks. Great for stories too.

WORKS FOR EVERYONE

Sock drawer check! Tomorrow is Rock Your Socks Day, and our family has picked our wildest pairs. Mismatched is perfect. [Name] chose [describe socks]. What are you wearing?

#Celebrate321 #WorldDownSyndromeDay

FOR A SHORT VIDEO

Sock picking is serious business in our house. Tomorrow we're rocking our socks for World Down Syndrome Day. Join us!

#Celebrate321 #WorldDownSyndromeDay

COPY, PASTE & PERSONALIZE

Posts 5 and 6

Swap in anything in the highlighted [brackets]. Add an emoji or two if you like.



File: Family_Social_5_We_Rocked.png
 Alt text: Blue graphic with socks that says: We rocked our socks! Celebrating World Down Syndrome Day, March 21.

5 FRI, MAR 19

We rocked our socks!

Post this: The family feet photo! Everyone's socks in a circle, or lined up on the steps. Use the graphic if you'd rather not post a photo.

IF SOMEONE YOU LOVE HAS DOWN SYNDROME

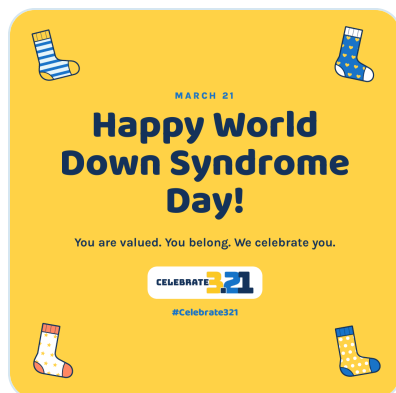
Socks: rocked! Today we celebrated [name] and every person with Down syndrome. Thank you to everyone who wore socks with us. Drop your sock pictures in the comments so [name] can see!

#Celebrate321 #WorldDownSyndromeDay

CELEBRATING AS FRIENDS & SUPPORTERS

Socks: rocked! Today our family wore our wildest socks to celebrate our friends with Down syndrome. Different looks good here. Show us your socks in the comments!

#Celebrate321 #WorldDownSyndromeDay



File: Family_Social_6_Happy_WDSD.png
 Alt text: Yellow graphic with socks that says: Happy World Down Syndrome Day! You are valued. You belong. We celebrate you.

6 SUN, MAR 21

Happy World Down Syndrome Day!

Post this: Your favorite photo of your loved one (with their OK), or the graphic with a few sentences from the heart.

IF SOMEONE YOU LOVE HAS DOWN SYNDROME

Happy World Down Syndrome Day! [Name] is [age] and [he/she/they] loves [two or three favorite things]. [He/She/They] has taught our family [something you've learned]. Today we celebrate [name], and every person with Down syndrome. You are valued. You belong.

#Celebrate321 #WorldDownSyndromeDay

CELEBRATING AS FRIENDS & SUPPORTERS

Happy World Down Syndrome Day! Today we're celebrating our friends [and family] with Down syndrome. This year we're committing to [one action: invite, include, learn, hire, shop at inclusive businesses]. Thank you, [name], for [what they bring to your life].

#Celebrate321 #WorldDownSyndromeDay

BONUS

Keep sharing

Optional extras to keep the conversation going.

BONUS: MONDAY, MARCH 22 THANK-YOU

Thank you to everyone who rocked their socks with us this week! We saw **[number]** sock photos, and every single one made us smile. The celebration doesn't stop at 3.21: we'll be wearing fun socks on the 21st of every month. See you April 21!

#Celebrate321 #WorldDownSyndromeDay

STORY IDEAS (24-HOUR POSTS)

- A sock poll: stripes or dots?
- Countdown sticker set to Friday, March 19
- Re-share friends' sock photos (with a thank-you)
- A 10-second video: "3... 2... 1... ROCK YOUR SOCKS!"
- Share the Seven Socks devotional or a book you're reading

WHEN SOMEONE COMMENTS...

IF SOMEONE SAYS...

"What's World Down Syndrome Day?"

"Why socks?"

"So sorry, that must be hard."

"How can I help?"

YOU COULD REPLY...

It's March 21, a day to celebrate people with Down syndrome. The date is 3/21 because Down syndrome means three copies of chromosome 21.

Socks come in every color and pattern, like people! Mismatched socks start conversations about how different looks good.

Thank you for caring! We're actually celebrating. [Name] brings so much joy to our family.

Wear socks with us on Friday, and include people with Down syndrome all year: invite, hire, and make room.

FOR YOUR LOVED ONE WITH DOWN SYNDROME

Teens and adults with Down syndrome can run their own post! The **Self-Advocate Kit** has a "Share your story" planner. Let them choose the photo, the words, and who sees it.

KEEP IT GOING

After 3.21, wear fun socks on the 21st of every month and post with **#Every21st**. It's a small reminder that belonging is every day, not just one day.