

## Social Media Campaign Alt Text

### Post 1:

- **Slide 1:** Simple graphic introducing a new ADHD awareness campaign. Background is purple and orange background with decorative abstract shapes. In the centre of the graphic, “the ADHDe project” is written in bold lettering. There are logo images for The ADHDe Project, The Learning Disability Association of Windsor Essex, The University of Windsor, and The Government of Ontario.
- **Slide 2:** Purple background with white text. Text reads “We are The ADHDe Project, a UWindsor initiative created to promote inclusion and respect for those in the University community who have ADHD. We believe that by prioritizing education, equity, and empowerment, we can create a more inclusive campus. This initiative will include workshops, mini presentations, a social media awareness campaign, and more!”.

### Post 2:

- **Slide 1:** Yellow and orange infographic about ADHD. Text reads “What is ADHD? A simple guide to understanding attention deficit/ hyperactivity disorder (from someone with lived experience)”.
- **Slide 2:** What is ADHD? ADHD: A neurodevelopmental disability that affects a person’s ability to use executive function skills (such as time management, organization, emotional regulation, blah blah blah). Let’s paint a more accurate picture. ADHD: a neurodevelopmental disability. Symptoms can include distractibility, impulsivity, and hyper fixation. May also result in daydreaming, brilliant problem-solving skills and constantly bouncing your knee when seated.
- **Slide 3:** Common symptoms: excels at finding creative solutions, impulsivity, difficulty with time management, struggles with emotional regulation which can lead to overstimulation, outbursts, or panic attacks. Inattention, forgetfulness, highly empathetic and a strong sense of morality.
- **Slide 4:** Three types: Hyperactive, inattentive (formerly known as ADD), and combined.
- **Slide 5:** Want to learn more? Contact us at [adhdeproject@uwindsor.ca](mailto:adhdeproject@uwindsor.ca). Find resources on our webpage, [www.adhdeproject/OHREA](http://www.adhdeproject/OHREA). Contact [sas@uwindsor.ca](mailto:sas@uwindsor.ca) for academic/accessibility support.

### Post 3:

- Purple graphic with decorative abstract shapes. White text reads “ADHD is not a one size fits all kind of thing”.

### Post 4:

- Orange and yellow promotional graphic for mini-presentation series about ADHD and neurodiversity. Bolded text reads “Want to learn more about ADHD & Neurodiversity? Bring The ADHDe Project into your classroom or office for a mini presentation! We will

cover the basics of ADHD, resources that are available, and how you can help to create an inclusive campus. Contact us at [adhdeproject@uwindsor.ca](mailto:adhdeproject@uwindsor.ca) for more details on how you can get involved!

Post 5:

- **Slide 1:** Purple infographic with ADHD friendly study tips written by current UWindsor students with ADHD.
- **Slide 2:** Don't feel the need to have the same structure as anyone else. If you can only review for half an hour before needing a break, then that is what works for you.
- **Slide 3:** Avoid studying in your bedroom or your "chill space" as this can hinder your focus and cause you to give up on studying in favour of a nap. Change locations often!
- **Slide 4:** Use technology to your advantage – there are countless apps and software's out there that can help you with all aspects of studying or even time management they can make your life easier so definitely take advantage of them.
- **Slide 5:** Have everything you need within arms reach. Water, snacks, chargers, books, etc.
- **Slide 6:** Make a study plan. Use lists, calendars, and timers to help you stick to it.
- **Slide 7:** Find things that you can use as rewards for reaching certain study checkpoints i.e., one week of reading = one episode of a tv show you like.
- **Slide 8:** Opt for digital, rather than paper, textbooks. Digital textbooks allow you to adjust text and page size, which is super helpful if for those who struggle with print textbooks. Some engines even grant access to highlighting, note-taking, flashcards, summaries and read-aloud features for the same price as print textbooks.

Post 6:

- Vibrant yellow and orange announcement post for ADHD awareness month. Bolded text reads "Welcome to ADHD Awareness Month!".

Post 7:

- **Slide 1:** Simple purple graphic with a bold title. Text reads "5 things I wish everyone knew about ADHD".
- **Slide 2:** I wish people understood that ADHD is not a blessing or a curse. Our brains are just different and that's a good thing.
- **Slide 3:** What I wish everyone knew about ADHD – Not all aspects are negative. I personally find that I can think very quickly and react well in times where others may panic, I have learned to apply this to my academic and professional life when put on the spot I can often get out of it due to my quick thinking.
- **Slide 4:** I wish people understood that people with ADHD are not lazy, we're under stimulated.
- **Slide 5:** I wish people knew that everyone's experience with ADHD is different, we're not all the same.

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- **Slide 6:** I wish people understood that people of all ages, races, genders, classes, sexualities, and accessibility needs can have ADHD.

### Post 8:

- Orange and white promotional post for an Instagram Live event, “lets actually talk about ADHD”. Collaboration between The University of Windsor and The ADHDe Project. Will take place on Instagram, date TBD.

### Post 9:

- **Slide 1:** Title page for an ADHD resource guide. Text reads “Free and accessible ADHD resources”.
- **Slide 2:** How to access the document. Go to the University of Windsor homepage. In the search engine, search "The ADHDe Project". Select the link to the "OHREA Initiatives". Under the header "OHREA Initiatives", select "The ADHDe Project".
- **Slide 3:** Social media ADHD resources. @centreforadhd, @additudemag, @adhdawarenessmonth, @uwindsorwellness

### Post 10:

- Wrap up post for The ADHDe Project social media campaign. A simple purple background with purple and orange abstract shapes. White text in the center of the graphic reads “This is not the end, it’s the beginning”. There are logo images for The ADHDe Project, The Learning Disability Association of Windsor Essex, The University of Windsor, and The Government of Ontario.

### Project Partners:

- Project Partners for this initiative include The University of Windsor, The Learning Disability Association of Windsor Essex, with support provided by The Government of Ontario.