



ITP Awareness Month 2025 Social Media Toolkit

The Platelet Disorder Support Association (PDSA) proudly stands with the global ITP community—patients, caregivers, healthcare professionals, and advocates—working toward greater awareness, better treatments, and brighter futures.

Immune Thrombocytopenia (ITP) is a **rare autoimmune bleeding disorder** that causes low platelet counts, leading to bruising, bleeding, and uncertainty. With no cure and unpredictable responses to treatment, every patient's journey is uniquely challenging—and deeply personal. That's why awareness matters.

In 2010, PDSA led the effort to recognize **September** as **ITP Awareness Month**—a time to wear purple, share stories, light up landmarks, and unite in support of those affected. What began as a grassroots initiative has grown into a **globally** recognized movement, shining a light on the challenges and resilience of the ITP community. This year, we invite you to join us online and use our social media toolkit to help amplify the voices of the ITP community. Together, we can turn awareness into action.

Get Engaged

Follow us on our social platforms to stay up to date on all things ITP, and **tag PDSA in your social media posts about ITP Awareness Month or about your ITP journey:**

- Facebook – [@plateletdisorder](#)
- Instagram – [@pdsa_itp](#)
- LinkedIn – [@PlateletDisorderSupportAssociation](#)
- X – [@PDSA_ITP](#)

Use our 2025 ITP Awareness Month hashtags to help the ITP community connect via social media:
#LightUp4ITP #ITPawareness #Global4ITP #Purple4Platelets #PaintThePlanetPurple

Save the Date

There are a few important dates throughout September to keep in mind.

- September 1 – 30th – **ITP Awareness Month**
- September 22 – 28th – **Global ITP Awareness Week**
- September 26th – **Sport Purple For Platelets! Day**

PLUS, **recorded content from ITP Conference 2025** will be available to PDSA Members starting September 1.

Share Your Story

Patient-founded in 1998, PDSA puts the patient experience at the center of everything we do. Every ITP journey is unique, and we want to hear yours! Here are a few ways to share your ITP story:

1. Share a post on social media about your ITP journey, spreading awareness to your followers and showing other ITP patients that they are not alone. Not sure what to say? Here are a few prompts to get you started:
 - *What does ITP awareness mean to you?*
 - *What do you want people to know about ITP?*
 - *What do you want your hematologist about ITP?*
 - *How has PDSA supported you on your ITP journey?*
2. Download our PDSA-branded graphics and share them to your social media! These graphics are available to download on our [ITP Awareness Month page](#).
3. [Submit your personal story](#) for a chance to be featured in an upcoming ITP Warrior spotlight.

Suggested Social Media Posts

During September 1 – 21st ITP Awareness Month:

This September, we're shining a light on ITP and the people living with it every day. Join me in raising awareness and supporting the ITP community. #ITPawareness #LightUp4ITP #Purple4Platelets

Do you know what ITP is? I didn't until I was diagnosed. That's why I'm raising my voice this September during ITP Awareness Month. Help us spread the word. #LightUp4ITP #ITPawareness

What does ITP awareness mean to me? It means helping people understand that low platelets = big impact. Join me this month in spreading the word. 💜 #LightUp4ITP #Global4ITP

My ITP journey has had ups and downs, but I've found strength in community. Thank you PDSA, for making sure no one walks this road alone. Learn what you can do to help at pdsa.org. #ITPWarrior #Purple4Platelets #ITPawareness

What do I wish people understood about ITP? It's more than just a low platelet count; it's a daily challenge. That's why I shed light on ITP this Awareness Month. Visit pdsa.org to learn more. #ITPawareness #ITPwarrior

Let's go purple! 💜 Sport Purple for Platelets Day is coming Friday, Sept 27. I'll be wearing my purple gear in support of the ITP community. Will you join me? #Purple4Platelets #SportPurple #ITPawareness

ITP may be invisible, but our stories are not. I'm sharing mine to help others feel seen. 💜 Let's shine a light together. #LightUp4ITP #ITPWarrior #PaintThePlanetPurple

During September 22 – 28th Global ITP Awareness Week:

It's Global ITP Awareness Week! 🌍 Let's come together across borders to raise awareness and support for those living with ITP. #Global4ITP #ITPAwareness #Purple4Platelets

This week, we're raising our voices worldwide to advocate for education, research, and support around ITP. Join the global movement. 💜 #Global4ITP #PaintThePlanetPurple

Global ITP Awareness Week is a reminder that no matter where we live, we're stronger together. Share your story and connect with others. 🌍 💜 #ITPWarrior #Global4ITP

During September 26th Sport Purple for Platelets! Day:

It's here! 💜 **Sport Purple for Platelets! Day is Friday, Sept 26**—wear your purple loud and proud to raise awareness for ITP! #Purple4Platelets #SportPurple #ITPAwareness

This Friday, I'm going all in on purple! I'm dressing up to support those living with ITP and spark conversations that matter. Join me for *#SportPurple4PlateletsDay* to support the ITP community. 💜 #SportPurple #Purple4Platelets

Snap a selfie, wear your purple, and tag PDSA to show your support this *Sport Purple for Platelets! Day*! 📸 💜 #Purple4Platelets #SportPurple

September 26 is the BIG day! 💜 Sport Purple for Platelets and raise awareness for ITP. Let's fill social media with a wave of purple! #SportPurple #Purple4Platelets #ITPAwareness

Lighting a Monument Purple:

Tonight, we're shining a purple light to honor the thousands living with Immune Thrombocytopenia (ITP) around the world. 💜 Each light represents a story, a struggle, and a strength. Thank you to [INSERT MONUMENT NAME/CITY] for helping us raise awareness this ITP Awareness Month. #LightUpForITP #PurpleForPlatelets #ITPAwarenessMonth #Global4ITP

Look up, [INSERT CITY]! 🏙️ 💜 This stunning purple glow is more than just a light—it's a beacon of hope for the ITP community. Join us this September by sharing your own purple moments and helping spread awareness for this rare autoimmune disorder. #ITPAwareness #Purple4Platelets #LightUpForITP

Seeing [INSERT MONUMENT NAME] lit purple tonight is something I will always remember! 💜 As someone living with ITP, it means the world to know our stories are being seen and heard. Thank you to everyone helping raise awareness this month—you're lighting up more than just buildings. #ITPAwarenessMonth #PurpleForPlatelets #ITPStrong #LightUpForITP