

# PPTA Social Media Toolkit

## Social Media Toolkit: Raising Awareness for Plasma-Derived Medicines

Every day, millions of people around the world rely on plasma-derived medicines to treat rare and chronic conditions. Yet, many are unaware of how vital plasma donation is or how it directly impacts patients' lives.

This social media toolkit from the Plasma Protein Therapeutics Association (PPTA) is designed to make it easy for anyone to help spread awareness.

Inside, there is a series of simple, shareable graphics featuring key facts about plasma-derived medicines, the patients who depend on them, and the donors who make treatment possible.

Whether you're a patient, caregiver, donor, medical professional, or simply someone who wants to help, these resources are for you.

### HOW TO USE THE TOOLKIT:

- Download any of the graphics provided
- Share them on your social media channels
- Add your own message or use the suggested captions
- Help educate your network about the importance of plasma donation and plasma-derived medicines
- *Be sure to tag PPTA*

### WHY IT MATTERS:

Plasma-derived medicines are essential, lifesaving treatments for people living with rare diseases and serious medical conditions. By sharing these facts, you can help increase understanding, inspire more donations, and support the global patient community.

Awareness starts with a single post. Your voice can help make a difference.

 [pptaglobal.org](https://pptaglobal.org)

 [plasma-protein-therapeutics-association](https://www.linkedin.com/company/plasma-protein-therapeutics-association)

  [@PlasmaProteins](https://www.facebook.com/PlasmaProteins) [@PPTAEurope](https://twitter.com/PPTAEurope)

 [@PPTAGlobal](https://www.instagram.com/PPTAGlobal)

**DOWNLOAD  
ALL GRAPHICS**

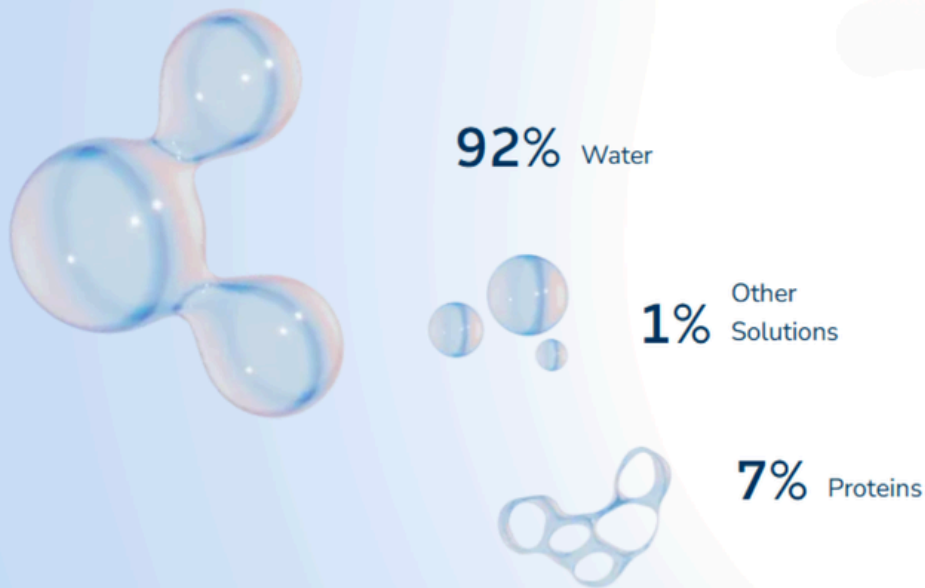


# GRAPHIC:



## WHAT IS PLASMA?

Plasma is the single largest component of human blood that acts as a transporting medium for cells and a variety of substances vital to the human body. It contains water, salts, enzymes, antibodies, and other proteins. Plasma also carries out many critical functions, including fighting diseases, and is, therefore, essential for numerous therapies.



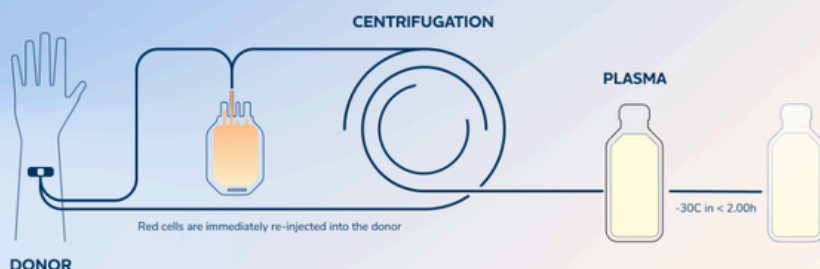
## CAPTION:

Plasma is often called the “liquid gold” of blood, and for good reason. It plays a critical role in emergency medicine and ongoing treatments. But supplies depend on everyday people like you. Don’t wait, be a hero in your community. Consider donating plasma and help keep lifesaving treatments available. Visit [pptaglobal.org/donate](https://pptaglobal.org/donate) to learn more.

#PlasmalsUnique #PlasmaDonorsSaveLives

# GRAPHIC:

## HOW IS PLASMA COLLECTED?



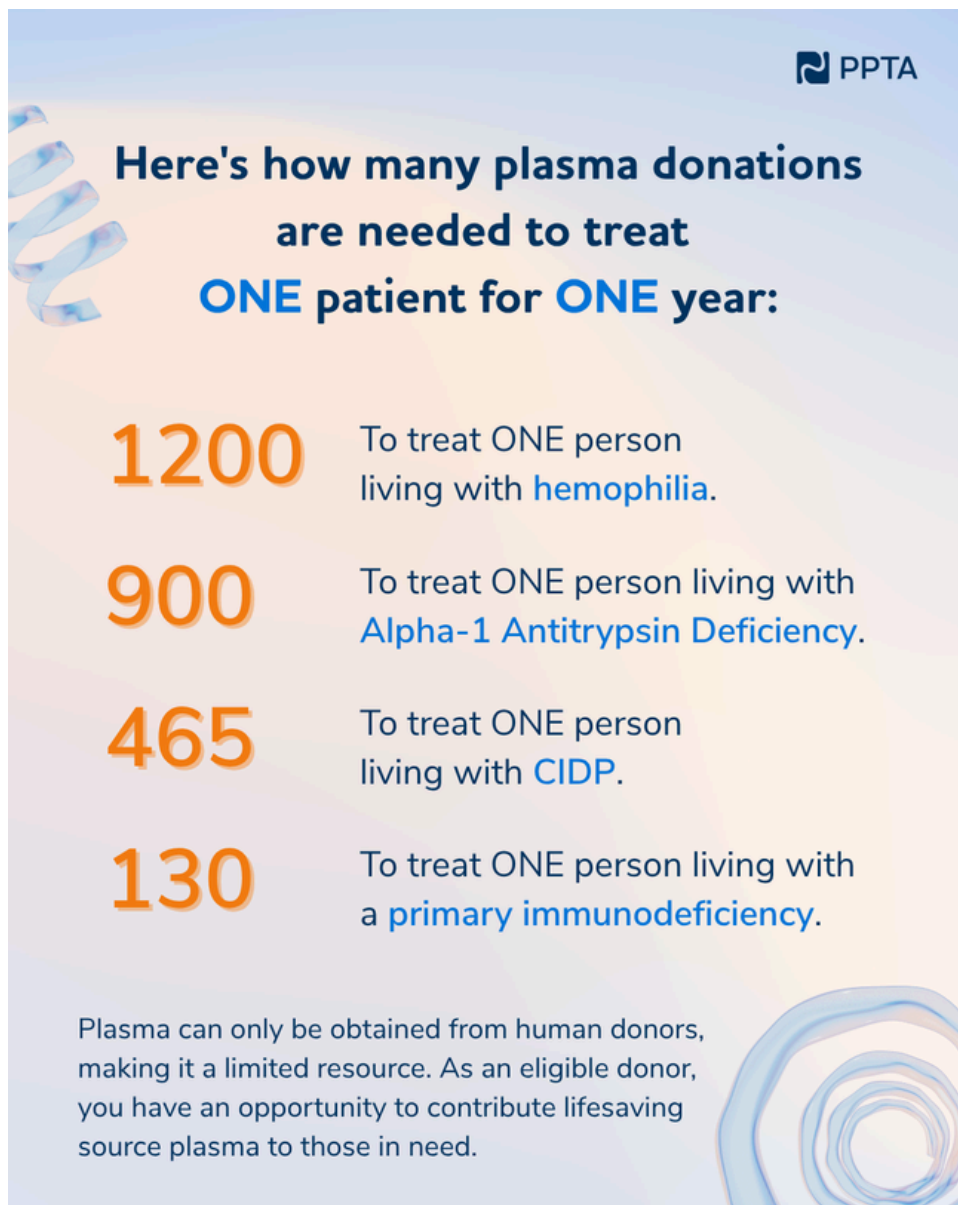
Unlike simple blood donation, plasma is collected through a process called plasmapheresis. A needle is placed into a vein in the arm and connected to a plasmapheresis machine which removes whole blood, separates the plasma from the other blood components, and then returns those components to the donor.



## CAPTION:

Did you know donated plasma helps create lifesaving medicines for people with rare and chronic conditions? Your donation can make a real difference. Consider donating today, visit [pptaglobal.org/donate](http://pptaglobal.org/donate). #PlasmalsUnique #PlasmaDonorsSaveLives

# GRAPHIC:



## CAPTION:

Did you know plasma carries nutrients, hormones, and proteins your body depends on to function? Even more amazing — it can be donated to help others heal. One donation can make a real impact for patients in need. Step up, roll up your sleeve, and give the gift of hope. Consider donating plasma today. Visit [pptaglobal.org/donate](https://pptaglobal.org/donate). #PlasmalsUnique #PlasmaDonorsSaveLives

# GRAPHIC:

## Why is source plasma donation important?

Plasma-derived therapies treat a variety of chronic and life-threatening medical conditions, many times caused by insufficient levels of any one plasma protein. Medicines created from donated plasma are sometimes used as a sole treatment or in combination with other treatments to support a variety of medical needs. Some conditions include:



### IMMUNODEFICIENCY DISEASES

Patients become chronically ill from severe, persistent, recurrent infections.



### ALPHA-1 ANTITRYPSIN DEFICIENCY

A genetic condition that can cause damage to the liver and lungs.



### BLEEDING DISORDERS (E.G., HEMOPHILIA)

Patients cannot regulate bleeding; can be fatal if bleeding occurs in brain or vital organs.



### CHRONIC INFLAMMATORY DEMYELINATING POLYNEUROPATHY

Symptoms include progressive weakness, loss of limb function, and disability.



## CAPTION:

Millions of patients rely on plasma-derived therapies every year, and that number is growing. The need is constant, but so is your ability to help. Make your impact count! Consider donating today. Visit [pptaglobal.org/donate](https://pptaglobal.org/donate).

#PlasmalsUnique #PlasmaDonorsSaveLives