

Influencers' Factsheet

About stroke

Every second 100 billion neurons in our brain are each firing 5-50 messages, each one a vital spark of connection that ignites our unique identity and writes the story of our life. But when stroke strikes, those connections are interrupted and our story is changed forever.

Stroke is a leading cause of death and disability worldwide. We each have a 1 in 4 chance of stroke in our lifetime. For many that will be the beginning of a life characterised by disability, loss of independence, social connection and income. But almost all strokes are linked to a handful of risk factors – among them physical inactivity. By getting more active we can prevent stroke and improve our general health and well-being.

World Stroke Day 2024

For World Stroke Day on October 29th the [World Stroke Organization](#) is harnessing the emotional and connecting power of sport to raise awareness of stroke risk and drive action on prevention. By reaching out to sports and exercise influencers we aim to reach new audiences to increase understanding of the importance of regular physical activity to reduce our risk. The key call to action is to participate in the #GreaterThan Global Challenge throughout October and share #GreaterThan stroke stories on socials.

Follow us on

 Instagram
@WorldStrokeCampaign

 Twitter
@WorldStrokeCampaign

 Facebook
@WorldStrokeCampaign

 YouTube
World Stroke Organization

**WORLD
STROKE
DAY** 29TH
OCT

**#GREATERTHAN
CHALLENGE >>>>**

Instagram

Deliverables

1. Instagram Story published between 1-28th September highlighting the importance of stroke prevention and encouraging sign up to the World Stroke Day #GreaterThan challenge.
2. Instagram Story published around Oct 29th highlighting World Stroke Day, the importance of physical activity for prevention.

Account tag

@WorldStrokeCampaign

Hashtags

#GreaterThan
#WorldStrokeDay

Links

Provide link to the World Stroke Campaign website and use campaign hashtag in caption.



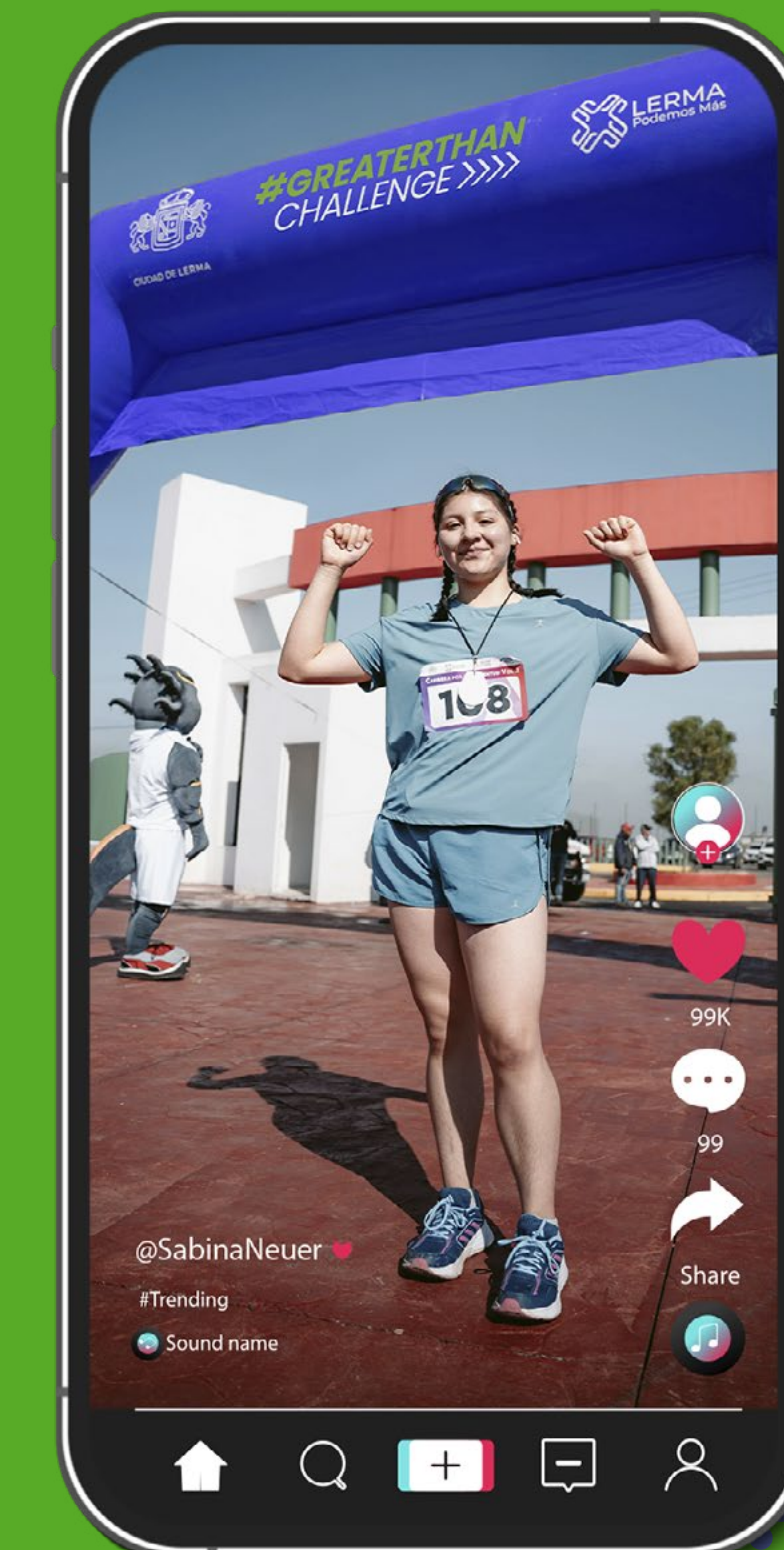
TikTok

Deliverables

1. TikTok published sometime between 1-28th September highlighting the importance of stroke prevention and encouraging sign up to the World Stroke Day #GreaterThan challenge.
2. TikTok published around Oct 29th highlighting World Stroke Day, the importance of physical activity for prevention.

Hashtags

#GreaterThan
#WorldStrokeDay



Social media stickers

You can add campaign stickers to your Instagram Stories in three easy steps:

1. From your Instagram story tap the sticker icon
2. Hit the gif button and search for World Stroke Day
3. Add and layer as many stickers as you want

Creator Brief

THIS IS A CONFIDENTIAL DOCUMENT

By agreeing to join the campaign, you are committed to respecting the brief's conditions and terms.

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Engagement

In exchange for certain compensation, products and/or experiences, and other goods and/or valuable consideration, the receipt and sufficiency of which is hereby acknowledged, CCDigital Sàrl engages you to perform, and you agree to perform the services specified in the above brief for the fees and compensation set forth in the agreement. Except when otherwise expressly stated, you will deliver, in accordance with the brief, at your own expense and use your own resources and equipment.

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Unless authorized by us, you agree to hold all Confidential Information in strict confidence, not to disclose Confidential Information to any third parties, and to use Confidential Information solely for the purpose of fulfilling its obligations under these Terms. «Confidential Information» shall mean all information, excluding information available from the public domain, disclosed by us to you related to these Terms or the current, future, and proposed business, products, and services of our company or Client.

Compensation

CCDigital Sàrl shall pay you compensation for the Services as described in the above brief. Payment will be completed within 30 days after the completion of all deliverables mentioned in the above brief.

#GREATERTHAN CHALLENGE >>>>

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