

Media Kit

This marketing plan is to increase awareness for the G.R.I.T. Study. Share with community members, on social media channels, or through a newsletter!

This package includes:

- QR code that can be used to register for the study
- 4 Social Media Post (captions and hashtags)
- Supplementary materials such as tutorial videos and weekly drop-in sessions.

Post examples

What is the G.R.I.T Study?



Caption:

Have you heard about the first-ever global clinical trial that uses a digital app?

M.A.G.I.C Clinic is the largest metabolic and genetic Clinic in Alberta. M.A.G.I.C Clinic is currently conducting the G.R.I.T Study, in which patients will be able to track symptoms, record medications, and see their progress through a digital app. This study aims to empower patients to take control of their rare disease and live their best possible lives.

Are you interested in finding out more information about the G.R.I.T Study? Head over to @magicclinic_yyc or <https://www.thegritstudy.com/>

Invitation to Join the G.R.I.T Study (1)



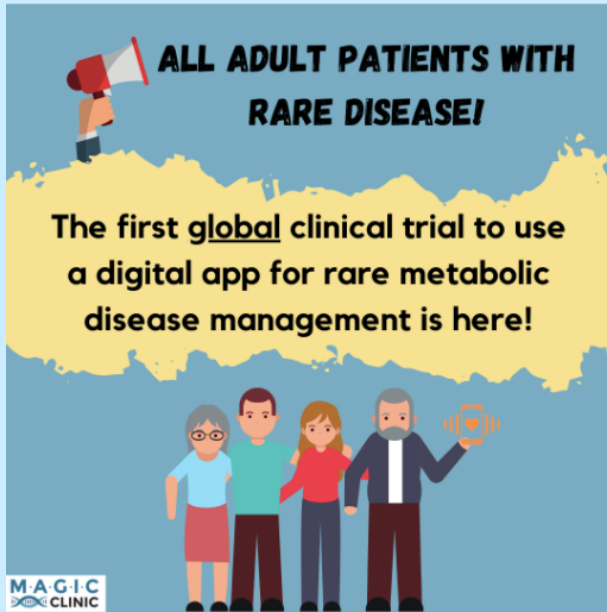
Caption:

Are you or a loved one living with a rare metabolic disease?

It can be overwhelming trying to manage a rare disease. However, there is a new clinical trial for managing rare metabolic diseases! In the first ever global app-based study, individuals will use the @Zamplo_app app to track, manage, and analyze their health.

Want to learn more about how you can get involved in the study? Scan the QR Code in the image, visit @magicclinic_yyc or <https://www.thegritstudy.com/>

Additional Posts



Hashtags

#research #education #technology #tech #innovative #innovation #researcher #clinicaltrial #clinicaltrials #clinicalresearch #healthIT #health #healthcare #clinicalstudies #medicalresearch #global #globalhealth #healtheducation #raredisease #rare #rarediseases #fabrydisease #pompedisease #mitochondrialdisease #gaucherdisease #metabolic

M.A.G.I.C Social Media Handles



@magicclinic_yyc



@magiccalgary



@magicclinic_yyc

Supplementary Material

How-to videos

