



MVP Social Media Toolkit



Thank you for supporting VA's Million Veteran Program! The following suggested social media posts can be used alongside our introduction video, [What is VA's Million Veteran Program?](#), and our million milestone video, [VA's Million Veteran Program is 1 Million Strong](#). These videos are hosted on VHA's YouTube channel, and can be shared on X (Twitter), Facebook, and LinkedIn by embedding the link in the post. By sharing MVP's posts with your network, you can encourage Veterans to join MVP and help make a difference for Veteran health care.

Post #1: Share our video, [What is VA's Million Veteran Program?](#), alongside the following posts:

X, formerly known as Twitter

The Million Veteran Program is committed to using its research findings to improve health and wellness for all Veterans. Sign up today at www.mvp.va.gov.

Facebook

The Million Veteran Program is committed to studying the impact of genes, lifestyle, military experiences, and exposures on Veteran health and wellness. Join more than 1,000,000 Veterans who are part of MVP by signing up at www.mvp.va.gov.

LinkedIn

Learn how you can play a vital role in improving Veteran health care. The Million Veteran Program is committed to studying the impact of genes, lifestyle, military experiences, and exposures on Veteran health and wellness. More than 1,000,000 Veterans have already joined, and you can too! Learn more and join today at www.mvp.va.gov.

Post #2: Share our video, [VA's Million Veteran Program is 1 Million Strong](#), alongside the following posts:



Each Veteran that joins VA's #MillionVeteranProgram helps researchers make a difference for Veteran health—today, and for generations to come. 1 million is just the start. Learn more & join today at www.mvp.va.gov.



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