

Communication Toolkit for MSKTC TBI Ambassadors

This **Communication Toolkit** supports ambassadors in the sharing of free, research-based traumatic brain injury (TBI) resources from the Model Systems Knowledge Translation Center (MSKTC). It includes [MSKTC social media platforms info](#), [sample social media posts and graphics](#), [a sample email blast template](#), [email signature badge](#), [a virtual meeting background](#), [QR codes](#), a [TBI resource poster](#), and [a newsletter story](#) that ambassadors can modify and share with people who may benefit from MSKTC resources.

Please contact the MSKTC at MSKTC@air.org if you have any questions or need resources to support your work as an ambassador.

With these tools, we hope to empower you to spread the word of MSKTC resources and make a significant impact on people with traumatic brain injuries. Together, we can help people find the information they need to *live well*, one share, post, and email at a time. Thank you for your dedication and support!

MSKTC Social Media Platforms

MSKTC is active on several social media platforms, including Facebook, Instagram, X (formerly Twitter), and LinkedIn. Be sure to follow us, interact with our posts, and tag us when you share MSKTC resources.



- [Traumatic Brain Injury Model Systems](#)



- [@msktc insights](#)



- [Traumatic Brain Injury Model Systems](#)



- [Model Systems Knowledge Translation Center](#)

Social Media

As an ambassador, you can help to promote MSKTC's TBI resources on social media by interacting with our existing posts and by clicking reactions, commenting, or sharing any of our published social media posts. We also encourage you to activate your own social media channels by using the sample graphics and message below. Please feel free to personalize and modify to meet the needs of your networks.

Be Recognized: Add Your Ambassador Role to Your LinkedIn

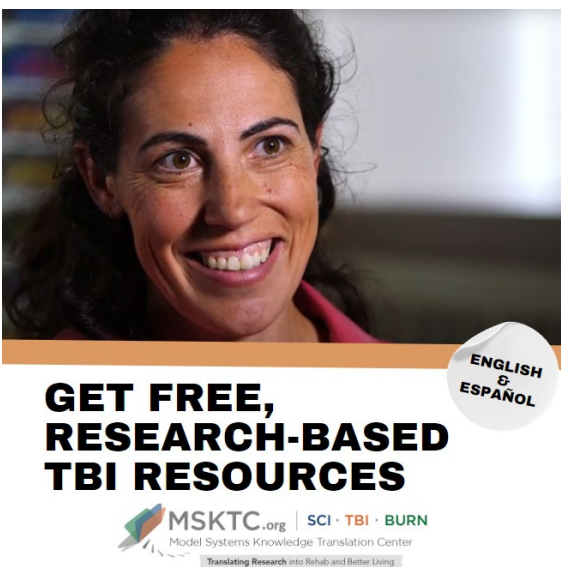
Add your experience as a MSKTC Ambassador to your LinkedIn profile! At the top of your profile, click 'add profile section' then expand the 'additional' tab to find the 'add volunteer experience' option if you don't already have volunteer experience added to your profile.



I am a #MSKTC ambassador supporting people with #TBI.

MSKTC has provided me with a wide range of #researchbased resources that have helped **[my/family member's]** recovery process.

#MSKTC can benefit you. Learn more here <https://msktc.org/tbi>



[TAG MSKTC] has a wide range of #researchbased resources to help those #livingwithTBI. To learn more about the ways #TBI impacts thinking abilities, memory, emotions, etc., visit <https://msktc.org/tbi>



Do you have questions about **[insert topic from MSKTC website]** after #TBI?

[TAG MSKTC] has a wide range of #researchbased resources to help those with #braininjury. Check out **[name of the resource]: [insert link to resource]**

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If you're living with a traumatic brain injury (TBI), a caregiver, clinician, or policymaker, please provide your input! Take part in #MSKTC survey to let them know what info you need to better serve the #TBI community. <https://bit.ly/MSKTCUserSurvey>



Model Systems Knowledge Translation Center offers resources in Spanish to help you support people with traumatic brain injury and their families. #TBI
<https://msktc.org/tbi/recursos-en-espanol>



As a #MSKTC ambassador, I'd like to invite you to become champions for the traumatic brain injury (TBI) community!

#MSKTC invites individuals living with TBI, caregivers, clinicians, and policymakers to become ambassadors for change!
<https://msktc.org/tbi/ambassador-program>

Sample Email Blast Template

Dear [NAME],

I recently became an ambassador for the federally funded Model Systems Knowledge Translation Center (MSKTC: <http://msktc.org/>), which offers free, research-based resources for people living with TBI and their families. MSKTC covers close to 30 rehabilitation topics (<http://msktc.org/tbi>). Tailored to the diverse learning styles of individuals with TBI and their families, these resources are in multiple formats (video, audio, and print) including [factsheets](#), [infocomics](#) (information presented in a comic-styled storyboard format), [videos](#), [podcasts](#), [narrated slideshows](#), and [quick reviews](#). MSKTC factsheets and infocomics are available in both English and Spanish.

MSKTC is funded by the National Institute on Disability, Independent Living, Administration for Community Living, U.S. Department of Health and Human Services. I am including links to these resources below. Please feel free to share with others who may benefit from them.

MSKTC TBI Resources

The MSKTC TBI resources cover a wide range of topics. Currently, the MSKTC provides resources on over 30 rehabilitation topics to support individuals with TBI and their families such as: [understanding a TBI](#), [alcohol use after TBI](#), [memory](#), [couples' relationship after TBI](#), [acute inpatient rehabilitation](#), [balance problems](#), [behavior changes](#), [caregiver's guide to disorders of consciousness](#), [chronic pain](#), [cognitive problems](#), [concussion recovery](#), [depression](#), [disorders of consciousness](#), [driving](#), [emotional problems](#), [fatigue](#), [headaches](#), [irritability](#), [anger and aggression](#), [loss of smell or taste](#), [obstructive sleep apnea](#), [parenting with TBI](#), [returning to school](#), [seizures](#), [severe TBI](#), [sexuality](#), [sleep](#), [social skills](#), [spasticity](#), [stress management for TBI caregivers](#), [talk about your TBI](#), [vegetative and minimally conscious states](#), [vision problems](#), and [voting tips](#).

- TBI Resource in English | <https://msktc.org/tbi/>
- TBI resources in Spanish | <https://msktc.org/tbi/recursos-en-espanol>
- Factsheets | <http://www.msktc.org/tbi/factsheets>
- Videos | <http://www.msktc.org/tbi/videos>
- Infocomics | <https://msktc.org/tbi/infocomics>
- Narrated slideshows | <http://www.msktc.org/tbi/slideshows>
- Hot Topic Modules | <http://www.msktc.org/tbi/Hot-Topics>
- TBI Model System Center Directory | <http://www.msktc.org/tbi/model-system-centers>
- TBI Model System Publications | <http://www.msktc.org/publications?sys=T>
- Model System and Model System Database | <https://msktc.org/about-model-systems/tbi>
- Knowledge Translation Toolkit | <https://msktc.org/knowledge-translation>
- MSKTC TBI ambassador program | <https://msktc.org/tbi/ambassador-program>
- Tools to share MSKTC resources | <https://msktc.org/share-and-promote>
- MSKTC awards | <https://msktc.org/share-and-promote>

*Please note that the MSKTC resources may be reproduced and distributed freely with appropriate attribution. Prior permission must be obtained for inclusion in fee-based materials.

Please take a quick survey and share thoughts to help the MSKTC better serve you:

<https://websurveyor2.airws.org/se/2511374533213674>.

Sincerely,

[SIGNER'S NAME]

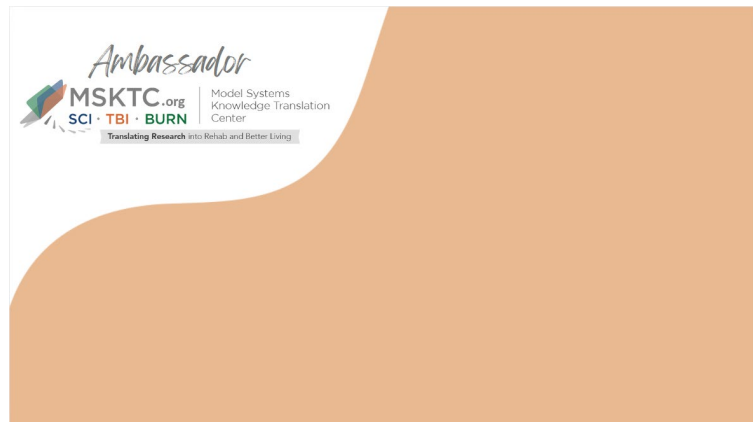
Email Signature Badge

Stand out in every inbox with our exclusive email signature badge! Showcase your commitment to raising awareness of TBI with every message you send. Download the image below to your computer and upload the image to your email signature in your preferred email platform.



Virtual Meeting Background

Enhance your virtual meetings with our exclusive MSKTC Ambassador virtual meeting background. Download the graphic below to your computer and use when using your preferred virtual meeting platform.



MSKTC TBI Resouce QR Codes



English TBI Resources



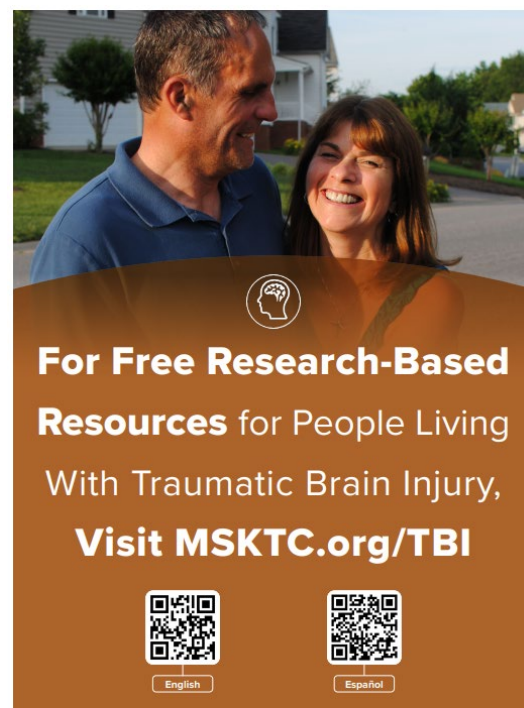
Spanish TBI Resources

MSKTC TBI Resouce Poster

The MSKTC has developed a poster to promote the use of our free research-based resources for people living with TBI.

The poster size is 11x17 inches and has both English and Spanish resource QC codes. You can print the poster using a regular printer at home or work and using a professional printer.

Download the poster and view printing instructions: <https://msktc.org/node/4698>.



Sample Newsletter Story

Title: Free Research-based Resources for People Living with Traumatic Brain Injury as well as Spinal Cord Injury and Burn Injury

The Model Systems Knowledge Translation Center (MSKTC; <https://msktc.org/>) offers free research-based user-friendly information resources to support individuals living with traumatic brain injury (TBI; <https://msktc.org/tbi>) as well as spinal cord injury (SCI; <https://msktc.org/sci>) and burn injury (<https://msktc.org/burn>). MSKTC collaborates with researchers from the Model System Programs to develop resources that cover a wide range of topics in English and Spanish and are available in various formats such as factsheets, infocomics, videos, and podcasts. MSKTC resources may be reproduced and distributed freely with appropriate attribution; prior permission must be obtained for inclusion in fee-based materials.

Both the MSKTC and Model System Programs are funded by the National Institute on Disability, Independent Living, and Rehabilitation Research, Administration for Community Living, US Department of Health and Human Services.

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