



MVP Social Media Content



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 testimonial video, [Veteran Stories Drive VA Research](#). These videos are hosted on VHA's YouTube account, and can be shared on Twitter, Facebook, and LinkedIn by embedding the link in the post. Partners are encouraged to tailor the content to fit their audience's needs.

Post #1: Share the "MVP 101" introduction video, [What is VA's Million Veteran Program?](#), alongside the following posts:

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. #MillionVeteranProgram #OneMillionStrong

Facebook

The Million Veteran Program is committed to studying the impact of genes, lifestyle, military experiences, and exposures on Veteran health and wellness. Join over 960,000 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. Over 960,000 Veterans have already joined, and you can too! Learn more and join today at www.mvp.va.gov.

Post #2: Share our testimonial video, [Veteran Stories Drive VA Research](#), alongside the following posts:

 Twitter

VA's #MillionVeteranProgram makes discoveries that matter to Veterans in areas like mental health, heart health, cancer, and more. Learn more or join today at www.mvp.va.gov.

 Facebook

Did you know? More than 960,000 Veterans are proud to be part of VA's Million Veteran Program. Together, they help researchers make health discoveries that matter to Veterans. You can make a difference, too. Learn more or join today at www.mvp.va.gov.

 LinkedIn

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