

# Upside Down Challenge Guide



A simple way to get involved in Make March Purple is by participating in the Upside Down Challenge on social media.

## All you have to do is:

1. Turn your profile picture upside down
2. Post an upside down picture on any social media platform with the following caption:

*"#Every33Minutes a life is turned upside down by epilepsy. I am helping to raise awareness by posting an upside down photo. Let's turn things around for people with epilepsy and #MakeMarchPurple"*

## Some tips:

1. Edit the image you want to use in your phone's photo gallery first before posting. On most devices, select 'Edit' and then the 'Crop' function to rotate the image.
2. If someone asks why your photo is upside down, let them know you're joining in the Upside Down Challenge to raise awareness of epilepsy.
3. Tag your friends and family to challenge them as well
4. Tag your local epilepsy organisation

**Let's turn things around for  
people with epilepsy!**

