

## SAMPLE SOCIAL MEDIA POSTS

Be sure to personalize our sample social media posts that we have provided you below with your own stories, photos, and experiences to increase your impact!

### Facebook & Instagram

- Primary immunodeficiencies (PI) are a group of more than 400 rare, chronic disorders in which part of the body's immune system is missing or functions improperly. While not contagious, these diseases are caused by hereditary or genetic defects. Some types affect a single part of the immune system, while others may affect one or more components of the system. I have PI, and I'm walking to support IDF. Join me! #WalkforPI <link to personal page>
- Did you know that the average length between onset symptoms and a diagnosis of a primary immunodeficiency disease (PI) is between nine and 15 years? The Immune Deficiency Foundation (IDF) works to improve the diagnosis and treatment of people #livingwithPI. Please support me as I walk to create a better future for the PI community. #WalkforPI <link to personal page>
- I'm a zebra! In medical school, many doctors learn the saying, "When you hear hoofbeats, think horses, not zebras," and are taught to focus on the likeliest possibilities when making a diagnosis, not the unusual ones. However, sometimes physicians need to look for a zebra. People with primary immunodeficiency (PI) are the zebras of the medical world. So the Immune Deficiency Foundation (IDF) says THINK ZEBRA! I'm walking to help create a better future for zebras everywhere. Help support me! #WalkforPI #THINKZEBRA <link to personal page>
- People living with a primary immunodeficiency (PI) experience difficulties financing their healthcare, finding educational materials on the disease, and locating others with whom to share their experiences. IDF helps individuals overcome these difficulties. Help make a difference in the lives of individuals and families! Donate to my IDF Walk for PI page: <link to personal page>. #WalkforPI

### Twitter

- #DYK that there are over 400 types of primary immunodeficiencies (PI)? Create a better future for those living with PI. #WalkforPI <link to personal page>
- I'm only \$XX away from my #WalkforPI goal. Help me reach and beat it by donating today! <link to personal page>
- 500 thousand people in the U.S. are diagnosed with primary immunodeficiency (PI) and thousands more go undetected. Help support those affected. #WalkforPI <link to personal page>
- Physicians should go against the norm & look for a zebra, not a horse. Support zebras living with chronic, rare primary immunodeficiencies (PI) through IDF #WalkforPI #THINKZEBRA. <link to personal page>