



SARCOIDOSIS AWARENESS MONTH 2024 SOCIAL MEDIA TOOLKIT

SAY SARCOIDOSIS SOCIAL MEDIA TOOLKIT OVERVIEW

Welcome to the Sarcoidosis Awareness Month Toolkit for 2024!

This toolkit is your comprehensive resource for raising awareness for sarcoidosis throughout April's 2024 Sarcoidosis Awareness Month.

The theme for this year's awareness month is "Say Sarcoidosis"

Why "Say Sarcoidosis"?

While sarcoidosis may be difficult to pronounce, living with it presents even greater difficulties. Too often, individuals only encounter the word 'sarcoidosis' when a loved one is diagnosed with the disease. "Say Sarcoidosis" reminds us of the importance of speaking up about this often-misunderstood condition. Together, let's shatter the silence and "Say Sarcoidosis" to raise awareness and shine a light on the challenges faced by individuals living with sarcoidosis.

Key Features:

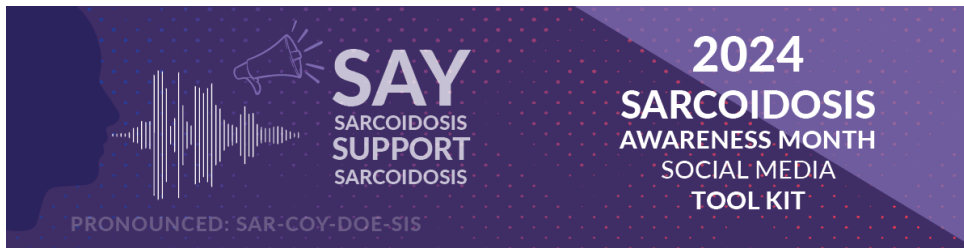
- **Raising Awareness:** Discover effective ways to communicate the impact of sarcoidosis and encourage open dialogue about the condition. Utilize our resources to educate your community and break the silence surrounding sarcoidosis.
- **Social Media Engagement:** Harness the power of social media to raise awareness and foster conversation about sarcoidosis. Use our recommended posts, hashtags such as #SaySarcoidosis #StopSarcoidosis #SarcoidosisAwareness and #PostinPurple, and tagging guidelines to maximize your impact online.
- **Email Outreach:** Access pre-written email templates to engage your network and encourage them to join the Sarcoidosis Awareness Month activities. Personalize these templates to resonate with your audience and inspire action.

How to Use This Toolkit:

- Familiarize yourself with the provided resources and key messaging, incorporating the theme of "Say Sarcoidosis"
- Tailor your outreach efforts to suit your audience and chosen platforms (Facebook, Twitter, Instagram, LinkedIn, TikTok).
- Utilize the #SaySarcoidosis #StopSarcoidosis #SarcoidosisAwareness and #PostinPurple hashtags in your social media posts to amplify your message and join the conversation.

Let's unite to Say Sarcoidosis and make a lasting impact during this year's Sarcoidosis Awareness Month!





GENERAL SOCIAL MEDIA TIPS

Make sure you are connected with FSR on our various social media platforms so you can tag and share your posts and then FSR can repost with our community!

Tag FSR in your posts so we can share/amplify!

Facebook: [@StopSarcoidosis](#)

Twitter: [@StopSarcoidosis](#)

Instagram: [@StopSarcoidosis](#)

Tiktok: [@StopSarcoidosis](#)

LinkedIn: [@Foundation for Sarcoidosis Research](#)

Hashtags:

- #SaySarcoidosis
- #StopSarcoidosis
- #PostInPurple
- #SarcoidosisAwareness

Tips:

- Personalize posts for your social media followers
- Encourage your social media followers to get involved and spread the word



SOCIAL MEDIA TIPS

Platform Type	Platform Tip
Facebook 	<ul style="list-style-type: none"> • Share your link to your Say Sarcoidosis fundraising page directly into your Facebook posts. • Reshare posts from FSR's Facebook page • Reshare FSR's website stopsarcoidosis.org • For the month of April, save the link to your page in your bio. • Tag FSR on Facebook: @StopSarcoidosis
Instagram 	<ul style="list-style-type: none"> • Include the link to your Say Sarcoidosis fundraising page in your bio. • Throughout April, post photos or add videos to your stories and tag FSR at @StopSarcoidosis
Twitter 	<ul style="list-style-type: none"> • Post the link to your Say Sarcoidosis fundraising page in your bio and tweet when you are making progress towards your goals. • Tag FSR on Twitter: @StopSarcoidosis
TikTok 	<ul style="list-style-type: none"> • Include the link to your Say Sarcoidosis fundraising page in your bio. • Throughout April, post videos and tag FSR at @StopSarcoidosis
LinkedIn 	<ul style="list-style-type: none"> • Share with your network that you are participating in Sarcoidosis Awareness Month during April by Saying Sarcoidosis. • Include the link to your Say Sarcoidosis fundraising page in your posts. • Tag FSR on LinkedIn: @Foundation for Sarcoidosis Research



GENERAL SOCIAL MEDIA POSTS

*Do not forget to tag FSR on your posts so we can reshare! How to tag: @stopsarcoidosis

Note - Your profile must be set to PUBLIC for FSR to see your posts and reshare!

Ready to join the Say Sarcoidosis challenge and raise awareness this April? Check out these posts you can use throughout the month! Share your personal journey with sarcoidosis or highlight key facts and statistics about the disease to educate others.

Encourage your friends and family to participate in community events or donate to sarcoidosis research to show their support. Together, let's make a difference in the lives of those affected by sarcoidosis. #SaySarcoidosis #StopSarcoidosis #PostinPurple #SarcoidosisAwarenessMonth

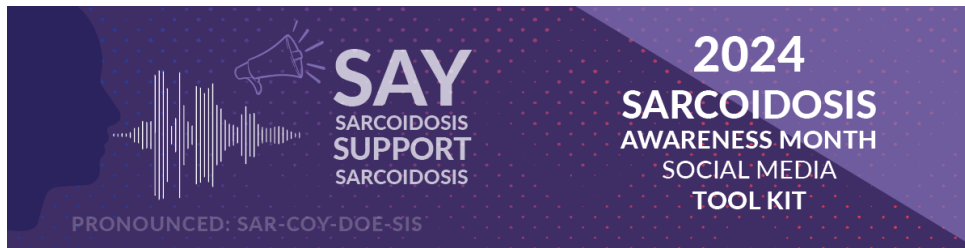
WORLD SARC DAY SOCIAL MEDIA POSTS

Join us on April 13th to celebrate World Sarcoidosis Day! Wear purple alongside @stopsarcoidosis to show solidarity with all those battling this disease. Snap a selfie wearing your favorite purple shirt and share it on social media to spread awareness. Together, let's raise our voices and SAY SARCOIDOSIS for sarcoidosis awareness! Learn more at stopsarcoidosis.org. #SaySarcoidosis #StopSarcoidosis #SarcoidosisAwareness #PostinPurple #WorldSarcDay

SHARE WHY I SAY SARCOIDOSIS

Join us in the Say Sarcoidosis Challenge this April! Share your reasons for participating and help raise awareness for sarcoidosis. Here are some examples to get you started:

- "I'm joining FSR's Say Sarcoidosis challenge to speak up for those affected by this disease. Together, we can raise awareness and support the sarcoidosis community! #SaySarcoidosis #StopSarcoidosis"
- "As someone personally impacted by sarcoidosis, I'm participating in the Say Sarcoidosis challenge to advocate for research and support. Join me in making a difference this April! #SaySarcoidosis #PostinPurple"
- "Join me in the Say Sarcoidosis challenge to show solidarity with individuals living with sarcoidosis. Together, we can amplify our voices and bring attention to this often-overlooked disease. #SaySarcoidosis #PostinPurple"

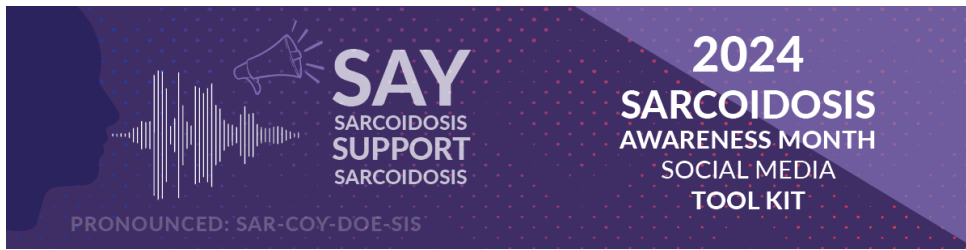


CONTRIBUTION REQUESTS

For this Say Sarcoidosis campaign, rally your community and invite them to join your team and make a commitment to speak up and #SaySarcoidosis and #StopSarcoidosis

Some examples include:

- For this Say Sarcoidosis challenge, I am using my voice to raise awareness for sarcoidosis and support those affected by this disease. Join me and use your voice to #SaySarcoidosis and #StopSarcoidosis by donating to my page! (link to team page) #SarcoidosisAwareness #StopSarcoidosis
- This month, I'm embarking on a mission to "say sarcoidosis" wherever I go. Whether it's meeting a stranger, chatting with family and friends, attending events, or simply being out and about in my community, I'll make sure to raise awareness for this often overlooked disease. Join me in using your voice to #SaySarcoidosis and shed light on its impact. Let's unite to #StopSarcoidosis by making a donation to support those affected by this condition. Together, we can make a difference. Donate now through my page! [Link to team page] #SarcoidosisAwareness #SaySarcoidosis #StopSarcoidosis
- Join my #SaySarcoidosis team and together we can make a difference in the fight against sarcoidosis. Help me reach my fundraising goal by making a donation on my page! (link to team page) #SarcoidosisAwarenessMonth #Sarcoidosis



SOCIAL MEDIA GRAPHICS



