Sarcodiosis Awareness Month 2023 Social Media Toolkit

# Stand Up For Sarc Media Toolkit Overview

This toolkit is designed to help you raise awareness for sarcoidosis during April’s Sarcoidosis Awareness Month and #StandUpForSarc! This guide will provide ways you can raise awareness for sarcoidosis #WhatisSarcoidosis #StandUpForSarc along with the Stand Up For Sarc program! We have included information and templates for social media posts and email outreach that raise awareness about sarcoidosis and encourage patients, caregivers and loved ones to get involved and #StandUpForSarc!

FSR strongly recommends using social media as a way to raise awareness for sarcoidosis and also help #StandUpForSarc! Our goal is to have #StandUpForSarc go viral and social media communication can be very powerful and result in great success.

This toolkit offers recommended posts for Facebook, Twitter, Instagram and LinkedIn. We also provide suggested hashtags and information for tagging FSR on various platforms. Finally, there are also email templates for you to use for other forms of outreach too!

# General Social Media Tips

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| --- | --- |
| 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](https://www.facebook.com/StopSarcoidosis/)  Twitter: [@StopSarcoidosis](https://twitter.com/StopSarcoidosis)  Instagram: [@StopSarcoidosis](https://www.instagram.com/stopsarcoidosis/)  LinkedIn: [@Foundation for Sarcoidosis Research](https://www.linkedin.com/company/4029820/) |
| Hashtags:   * #StandUpForSarc * #StepsforSarc * #Sarcoidosis * #SarcoidosisAwareness | Tips:   * Personalize posts for your social media followers * Encourage your social media followers to get involved and spread the word |

# Social Media Fundraising Tips

* Depending on which social media platform you are on, you can join the social media campaign and post black and white pictures along with your progress throughout the month!

|  |  |
| --- | --- |
| Platform Type | Platform Tip |
| Facebook | * Share your link to your Steps for Sarc 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 | * Include the link to your Steps for Sarc page in your bio. * When you are completing your steps, post photos or add videos to your stories and tag FSR at @StopSarcoidosis |
| Twitter | * Post the link to your Steps for Sarc page in your bio and tweet when you are out stepping or making progress towards your goals. * Tag FSR on Twitter: @StopSarcoidosis |
| LinkedIn | * Share with your network that you are participating in Sarcoidosis Awareness Month during April by joining the Steps for Sarc campaign. * Include the link to your 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!

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

Looking to get your friends and family involved in raising awareness for sarcoidosis this April? Check out these posts you can use throughout the month! Share your personal story of how sarcoidosis has impacted you, or highlight some of the facts and statistics about the disease to educate others.

Encourage your followers to donate to sarcoidosis research or participate in community events to show their support. Together, we can make a difference in the lives of those affected by sarcoidosis. #SarcoidosisAwarenessMonth #StandUpForSarc #StandUpForSarc #StepsforSarc

## World Sarc Day Social Media Posts

* World Sarcoidosis Day is on April 13th! On this day, we will be wearing purple alongside @stopsarcoidosis to show our support for all those who are fighting this disease. Join us! Take a selfie wearing your favorite purple shirt and share the photo on social media for your friends, family, and network to see! Learn more at [stopsarcoidosis.org](https://www.stopsarcoidosis.org/awareness-2022/)! #StandupforSarc #SarcoidosisAwareness #WorldSarcDay

## Share Why I Stand Up For Sarc

Create social media posts and share the reasons why you are participating in the Stand Up For Sarc challenge. Some examples may include:

* I am participating in FSR’s Stand Up For Sarc challenge to raise awareness for sarcoidosis research and support the #sarcoidosis community this April! As someone who has been personally impacted by sarcoidosis, I believe it is important to stand up and take action towards finding a cure. (link to team page) #StandUpForSarc #StandUpForSarc
* I am joining the Stand Up For Sarc challenge to support someone living with #Sarcoidosis and to raise awareness for all those battling this disease. I will not stop until we find a cure! (link to team page) #StandUpForSarc #StandUpForSarc
* I am participating in the Stand Up For Sarc challenge to honor someone who was impacted by #Sarcoidosis. Every step I take this month is a step taken towards advancing groundbreaking sarcoidosis research and finding a cure for this disease. (link to team page) #StandUpForSarc #StandUpForSarc"

## Contribution Requests

For this Stand Up For Sarc campaign, reach out to your community and invite them to join your team and make a contribution to take a stand and #StandUpForSarc.

Some examples include:

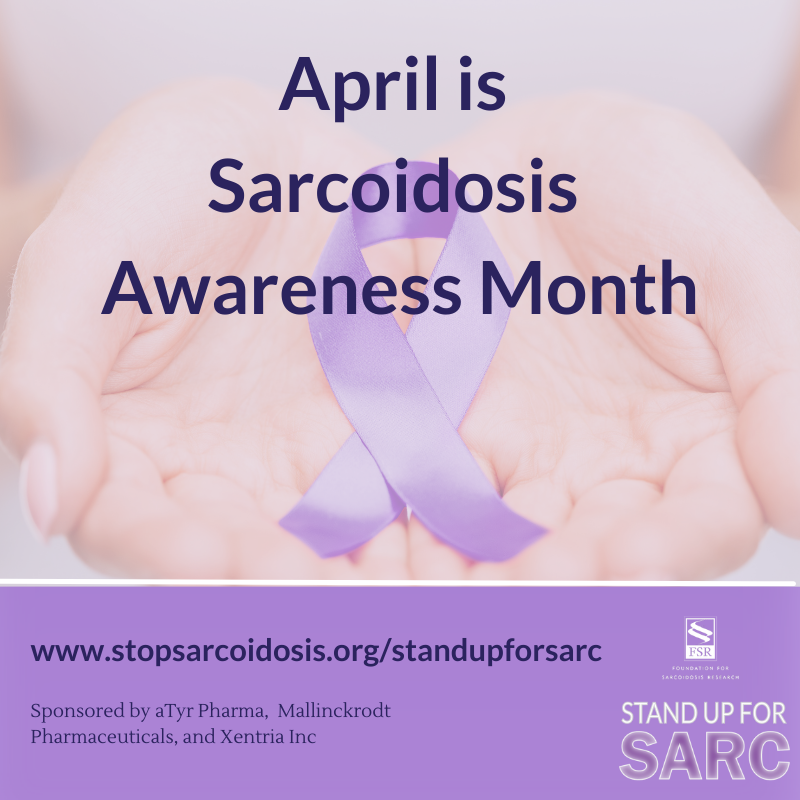
* For this Stand Up For Sarc challenge, I am taking a stand to raise awareness for sarcoidosis and support those affected by this disease. Join me and take a stand to #StandUpForSarc by donating to my page! (link to team page) #StandUpForSarc #StandUpForSarc
* This month, I am challenging myself to complete 12,000 steps to help raise awareness for sarcoidosis and support those affected by this disease. Help me take a stand and #StandUpForSarc by making a donation on my page today! (link to team page) #StandUpForSarc
* Join my #StandUpForSarc 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

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A picture containing text, person, crowd

Description automatically generatedTimeline

Description automatically generatedDiagram

Description automatically generated

Graphical user interface

Description automatically generatedDiagram, text

Description automatically generatedGraphical user interface

Description automatically generatedText

Description automatically generated