

April 2022 Sarcoidosis Awareness Month #MakeItVisible Social Media Toolkit



April is Sarcoidosis Awareness Month

Please join us to help raise awareness and make sarcoidosis visible by creating a better understanding of how the disease impacts you, those you love, and the community each and every day.

This toolkit offers recommended posts for Facebook, Twitter, Instagram and LinkedIn. We also provide suggested hashtags and information for tagging FSR on various platforms. Raise awareness, share your personal story and use these tools on your social platforms as you see fit.

Click here to download accompanying graphics.

Help us spread the word!



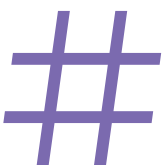
Tag FSR in your posts so we can share/amplify!

Facebook: [@StopSarcoidosis](#)

Twitter: [@StopSarcoidosis](#)

Instagram: [@StopSarcoidosis](#)

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



Hashtags:

#MakeItVisible

#WhatIsSarcoidosis

#SarcoidosisAwareness

#Sarcoidosis



Tips:

- Personalize posts or copy with your own story and messaging.
- Encourage your social media followers to get involved and spread the word as well! Tag friends and challenge them to share.
- Repost FSR content and share multiple times throughout the month!

Suggested Social Media Posts

April is Sarcoidosis Awareness Month! There are several ways to get involved throughout the entire month and make sarcoidosis visible! Learn more at stopsarcoidosis.org/awareness-2022! #Sarcoidosis #MakeItVisible #SarcoidosisAwareness #WhatIsSarcoidosis

What is sarcoidosis? Sarcoidosis (pronounced SAR-COY-DOE-SIS) is a rare inflammatory disease characterized by the formation of granulomas—tiny clumps of inflammatory cells—in one or more organs of the body. Despite increasing advances in research, sarcoidosis remains difficult to diagnose with limited treatment options and no known cure. Learn more at stopsarcoidosis.org/awareness-2022! #Sarcoidosis #MakeItVisible #SarcoidosisAwareness #WhatIsSarcoidosis

Did you know that approximately 175,000,000 people are living with sarcoidosis in the United States? Join me this April to raise awareness and make a difference! Visit stopsarcoidosis.org/awareness-2022! #Sarcoidosis #MakeItVisible #SarcoidosisAwareness #WhatIsSarcoidosis

Did you know that while sarcoidosis can affect anyone, the average age of diagnosis in the US is 55 and many are diagnosed between the ages 20 and 70? Learn more at stopsarcoidosis.org/awareness-2022! #Sarcoidosis #MakeItVisible #SarcoidosisAwareness #WhatIsSarcoidosis



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#MakeItVisible

stopsarcoidosis.org/awareness-2022



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What is Sarcoidosis?

Sarcoidosis (pronounced SAR-COY-DOE-SIS) is an inflammatory disease characterized by the formation of granulomas—tiny clumps of inflammatory cells—in one or more organs of the body. When the immune system goes into overdrive and too many of these clumps form, they can interfere with an organ's structure and function.

stopsarcoidosis.org/awareness-2022



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DID YOU KNOW?

Approximately 175,000 people
in the U.S. are impacted by
sarcoidosis.

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DID YOU KNOW?

The average age of sarcoidosis
diagnosis in the U.S. is 55, though
people of all ages can be affected,
and many are diagnosed anywhere
between ages 20 -70.

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Steps for Sarc Virtual Awareness Challenge: April 1 – 30

Facebook, Instagram, LinkedIn:

To raise awareness and unite the community during April's Sarcoidosis Awareness Month, FSR will be hosting a month-long virtual awareness challenge! Join me as I walk, run, step, or hike to reach 61,250,000 MILLION steps as a community! Learn more at stopsarcoidosis.rallybound.org/stepsforsarc2022! #Sarcoidosis #MakeItVisible #SarcoidosisAwareness #WhatIsSarcoidosis

Shortened for Twitter:

To raise awareness and unite the community during April's Sarcoidosis Awareness Month, FSR will be hosting a month-long virtual awareness challenge! Learn more at stopsarcoidosis.rallybound.org/stepsforsarc2022 and join us! #Sarcoidosis #MakeItVisible #SarcoidosisAwareness #WhatIsSarcoidosis



For Facebook, LinkedIn, and Instagram:

April is Sarcoidosis Awareness Month! Join us in the Steps for Sarc Virtual Awareness Challenge, a physical distance and awareness effort! Together we can walk, run, step, or hike to reach 61,250,000 MILLION steps collectively while working to raise a total of \$61,250 for FSR's research programs. Visit stopsarcoidosis.rallybound.org/stepsforsarc2022! for complete details! #Sarcoidosis #MakeItVisible #SarcoidosisAwareness #WhatIsSarcoidosis

For Twitter:

April is Sarcoidosis Awareness Month! Join us in the Steps for Sarc Virtual Awareness Challenge, a fundraising and awareness effort! Visit stopsarcoidosis.rallybound.org/stepsforsarc2022 for complete details! #Sarcoidosis #MakeItVisible #SarcoidosisAwareness #WhatIsSarcoidosis



Share Your Photos

Join FSR's #MakeItVisible Social Media Campaign

Help deepen the understanding of sarcoidosis, show solidarity and make sarcoidosis visible by posting a black-and-white photo of yourself on your social media accounts with a short, 10-word story about why raising awareness is important to you and what you want your community to know about sarcoidosis.

Make sure to tag [@stopsarcoidosis](https://twitter.com/stopsarcoidosis) and use [#MakeItVisible!](https://twitter.com/MakeItVisible)



World Sarcoidosis Day: April 13

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/awareness-2022! #Sarcoidosis #MakeItVisible #SarcoidosisAwareness #WhatIsSarcoidosis #WorldSarcDay

