



FOUNDATION FOR  
SARCOIDOSIS RESEARCH

# April 2022 Sarcoidosis Awareness Month Sarcoidosis Clinic Social Media Toolkit



## April is Sarcoidosis Awareness Month

This toolkit, sponsored by Mallinckrodt Pharmaceuticals, is designed to help you showcase your sarcoidosis clinic's dedication to sarcoidosis care and support of your patients during Sarcoidosis Awareness Month in April. We have included information and social media posts to raise awareness and encourage patients, caregivers and loved ones to get involved in the fight!

As your clinic provides sarcoidosis patients with comprehensive and expert care, highlighting your commitment during Sarcoidosis Awareness Month is an excellent way to let patients and stakeholders know that you excel in sarcoidosis care and are actively working "above-and-beyond" to improve the lives of those affected by this disease.

This toolkit offers recommended posts for Facebook, Twitter, Instagram and LinkedIn. We also provide suggested hashtags and information for tagging FSR on various platforms to extend your reach and exposure.

<p><b>Help us spread the word about Sarcoidosis Awareness Month and promote your designation as a sarcoidosis clinic.</b></p>	<p><b>Tag FSR in your posts so we can share/amplify!</b></p> <p>Facebook: <a href="#">@StopSarcoidosis</a> Twitter: <a href="#">@StopSarcoidosis</a> Instagram: <a href="#">@StopSarcoidosis</a> LinkedIn: <a href="#">@Foundation for Sarcoidosis Research</a></p>
<p><b>Hashtags:</b> #sarcoidosisawareness #raredisease #medtwitter #makeitvisible #whatissarcoidosis</p>	<p><b>Tips:</b></p> <ul style="list-style-type: none"><li>• Personalize posts for your specific location</li><li>• Encourage your social media followers to get involved and share your post</li></ul>

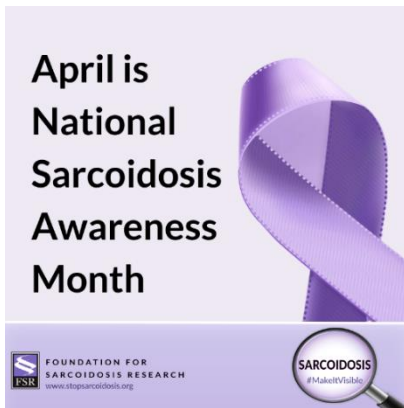
## Suggested Social Media Posts

### General Sarcoidosis Awareness Month – Post #1

For Facebook, LinkedIn, and Instagram:

April is Sarcoidosis Awareness Month! During April, [Clinic Name] and the Foundation for Sarcoidosis Research are working together to bring attention to the needs of sarcoidosis patients and their families. Learn more about how you can get involved and help raise awareness at [stopsarcoidosis.org/awareness-2022](https://stopsarcoidosis.org/awareness-2022).

Shortened for Twitter:



April is Sarcoidosis Awareness Month! During April, [Clinic Name] and @stopsarcoidosis are working together to bring attention to the needs of sarcoidosis patients and their families. Visit [stopsarcoidosis.org/awareness-2022](https://stopsarcoidosis.org/awareness-2022)!

### General Sarcoidosis Awareness Month – Post #2

For Facebook, LinkedIn and Instagram and Twitter:

Many people have never heard of sarcoidosis, but we know the devastating impact of this rare disease. Join us this April to raise awareness and make a difference! Visit [stopsarcoidosis.org/awareness-2022](https://stopsarcoidosis.org/awareness-2022) to learn more.



## Invite Patients to Join Awareness Month Events

For Facebook, LinkedIn, Instagram, and Twitter:

Join us during April for these National Sarcoidosis Awareness Month events! To learn more about sarcoidosis and awareness month, visit [stopsarcoidosis.org/awareness-2022](https://stopsarcoidosis.org/awareness-2022).

APRIL Awareness Events						
SUN	MON	TUE	WED	THU	FRI	SAT
					1 Steps for Sarc Begins	2
3	4	5	6	7 Laughter Yoga	8	9
10	11 Ask the Experts on Inspire Begins	12 Spine Sarc Webinar	13 World Sarc Day Trivia	14	15 Last Day: Ask the Experts on Inspire	16
17	18	19	20	21	22	23
24	25 Memorial Monday	26	27	28 Coping with Grief Through Art	29	30 Final Day to Get Steps In!

 FOR SARC [www.stopsarcoidosis.org](https://www.stopsarcoidosis.org) #MakeItVisible

## Steps for Sarc (invite patients to join the challenge) – Post #1

For Facebook, LinkedIn, and Instagram:

To raise awareness and unite the community during April’s Sarcoidosis Awareness Month, FSR will be hosting a month-long virtual awareness challenge! Join [hospital name] as we walk, run, step, or hike to reach 61,250,000 MILLION steps as a community! Learn more at [stopsarcoidosis.org/awareness-2022](https://stopsarcoidosis.org/awareness-2022)!

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.org/awareness-2022](https://stopsarcoidosis.org/awareness-2022) and join us!



## **Steps for Sarc (invite patients to join the challenge) – Post #2**

For Facebook, LinkedIn, and Instagram:

April is Sarcoidosis Awareness Month! Join us in the Steps for Sarc Virtual Awareness Challenge, 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.org/awareness-2022](https://stopsarcoidosis.org/awareness-2022) for complete details!

For Twitter:

April is Sarcoidosis Awareness Month! Join us in the Steps for Sarc Virtual Awareness Challenge, a physical distance and awareness effort! Visit [stopsarcoidosis.org/awareness-2022](https://stopsarcoidosis.org/awareness-2022) for complete details!



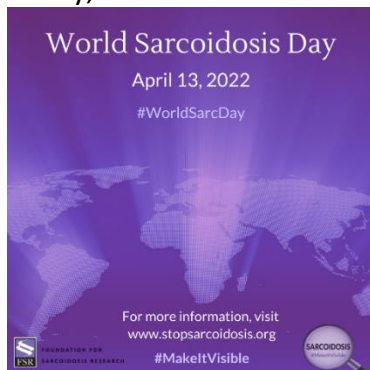
## **World Sarcoidosis Day on April 13**

For Facebook, LinkedIn, and Instagram:

World Sarcoidosis Day is on April 13th! On this day, we will wear purple alongside the Foundation for Sarcoidosis Research to show our support for all those who are fighting sarcoidosis. 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! Don't forget to use the hashtags: #WorldSarcDay, #MakeItVisible and #Sarcoidosis

Shortened for Twitter:

Take a selfie wearing your favorite purple shirt and share the photo on social media for your friends, family, and network to see! Don't forget to use the hashtags: #WorldSarcDay, #MakeItVisible and #Sarcoidosis



## How else can you support Sarcoidosis Awareness Month?

### Post photos of your clinic team in purple!

On April 13, for World Sarcoidosis Day, we are asking our sarcoidosis care teams to join FSR in dressing up in purple! Post your photo on social media to support your patients living with sarcoidosis!



### #makeitvisible!

As part of our social media campaign, we encourage everyone to post a *black and white photo* of yourself and post it with a few words explaining your involvement with sarcoidosis community and what you want your community to know. Tell your audience that “I support someone with sarcoidosis!”

### Light Up Your Hospital!

Many hospitals and institutions illuminate their buildings to support disease awareness. Make a request to your hospital leadership to light up purple for Sarcoidosis Awareness Month!



# STEPS FOR SARCO

#MakeItVisible

#MakeItVisible

#WhatsSarcoidosis



## Join Steps for Sarc April 1st – 30th

### Take steps to make sarcoidosis visible!



To learn more and get involved, visit  
[stopsarcoidosis.rallybound.org/stepsforsarc2022](https://stopsarcoidosis.rallybound.org/stepsforsarc2022)



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Scan the  
QR code to  
learn more!

