

Lupus Awareness Month

SOCIAL MEDIA TOOLKIT



make your
voice heard!

MAY: LUPUS AWARENESS MONTH

SOCIAL MEDIA TOOLKIT

May is Lupus Awareness Month—a time to celebrate and shine a light on all lupus champions and to share our deepest gratitude for those who are making a difference in the lupus community. We are a diverse community and the commitment you put in—from participating in research and educating the community to raising funds for research and advocating for better lupus treatments—deserves to be spotlighted as inspiration for others to join the fight for better treatments and one day, a cure for lupus.

New this year, we are launching a *Lupus Awareness Month Social Media Toolkit* which features sample social media posts, images, and content that can be shared before and during Lupus Awareness Month.

We have also included content to bring awareness to World Lupus Day (May 10). We encourage everyone in the lupus community to use the toolkit to help educate the world about lupus, inspire others to get involved, and connect with those who are either new to the journey or have been lupus champions for decades.

Let's make our voices heard and show the world our commitment to lupus research. No individual can do it alone, but together, **#ManyOneCan!**

Learn more about the *ManyOne Can* program by visiting www.LupusResearch.org/ManyOne-Can. For social media questions, please contact Sr. Manager, Digital Marketing & Special Projects, Courtney Love at clove@lupusresearch.org.

FIRST STEP: ENGAGE WITH US!

Throughout May, the Lupus Research Alliance will post content across our social media channels related to Lupus Awareness Month. You can easily share these posts on your social channels. Just follow the Lupus Research Alliance on social media and click share. Feel free to also use the hashtags below, and tag us in the posts:



[@LupusResearchAlliance](https://www.facebook.com/LupusResearchAlliance)



[@LupusResearch](https://twitter.com/LupusResearch)



[@Lupus Research Alliance](https://www.linkedin.com/company/LupusResearchAlliance)



[@LupusResearchAlliance](https://www.instagram.com/LupusResearchAlliance)

Hashtags: #ManyOneCan, #LupusAwarenessMonth, #lupus, #lupusresearch, #WorldLupusDay

MAKE THE MOST OF YOUR POSTS

- **Keep within word counts:** Don't forget that each platform has a word limit, and shorter posts are better for holding the attention span of social media users. Here's a guide to help:
 - Instagram: 2,200 characters
 - X (formerly Twitter): 280 characters
 - Facebook: 5,000 characters
 - LinkedIn: 3,000 characters
- **Share how to get involved:** Encourage your followers to get involved this Lupus Awareness Month – from participating in research and educating the community to raising funds for research and advocating for better lupus treatments.
- **Use images:** Images catch the eye and bring context to any post. Where possible, share a personal photo, such as one from a lupus event (e.g., LRA's *Walk with Us to Cure Lupus*) or something meaningful about your journey.
- **Share videos:** Videos are one of the most engaging pieces of content, and a great way to show your passion and commitment to supporting lupus awareness, education, advocacy, and research.
- **Post to your stories:** You can use images and video content provided here, or you can create content of your own and post to your stories on Facebook and Instagram. Posting stories is a great way to feature content temporarily and make sure it's seen.
- **Live broadcast:** The "Live" broadcast options on Facebook and Instagram will alert your followers that you have something important to share. Share your lupus story or how you'll observe Lupus Awareness Month. Tag @LupusResearchAlliance in captions!

IMAGES FOR SOCIAL MEDIA

Download images [here](#) and share them with your friends and followers or use the QR code below. We've created several different assets, all sized and adapted for each social platform.

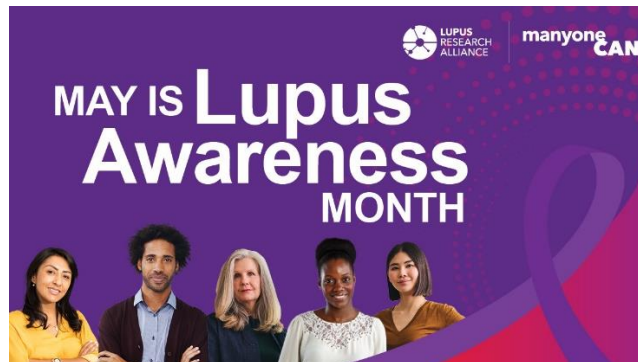


SOCIAL MEDIA POSTS

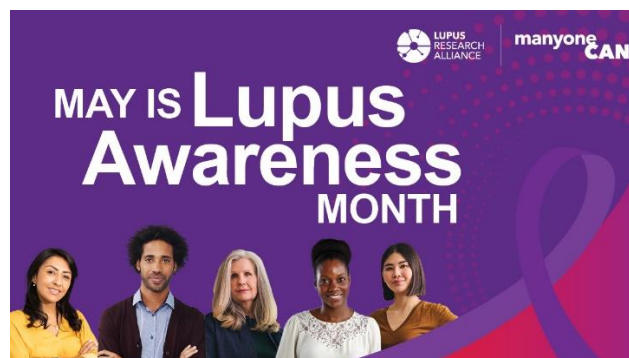
BEFORE MAY

Facebook / Instagram / LinkedIn / X

Mark your calendar! May 1 kicks off #LupusAwarenessMonth, a time to celebrate all #lupus champions and raise awareness about #lupus. #ManyOneCan is our collective commitment to finding a cure. Learn how you can get involved! <https://bit.ly/ManyOneCan2024>



#LupusAwarenessMonth is almost here! Millions of people worldwide are affected by lupus, and each of us can make a difference. We can't do it alone, but together, #ManyOneCan! Learn about the many ways to get involved here: <https://bit.ly/ManyOneCan2024>



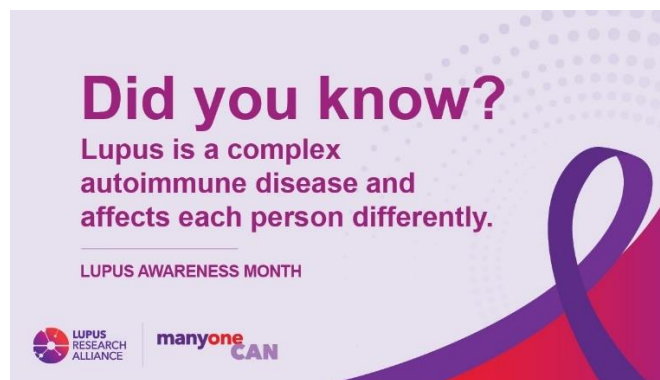
DURING MAY

We recommend posting at least once a week to increase awareness about lupus, its signs and symptoms, the future of research, and how to get involved.

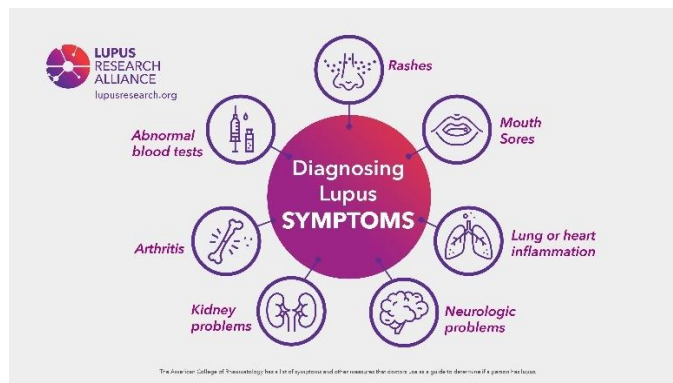
About Lupus: Signs, Symptoms and Heterogeneity

Facebook / Instagram / LinkedIn / X

May is #LupusAwarenessMonth, a time to shine light on the millions affected by #lupus. Lupus can be hard to diagnose and treat since symptoms vary from person to person. Learn about the signs of lupus and help make a difference! #ManyOneCan <https://bit.ly/ManyOneCan2024>



#Lupus affects each person differently, often with different symptoms. More research is needed to help find treatments, and ultimately, a cure. This #LupusAwarenessMonth, learn how #ManyOneCan get involved in #lupusresearch: <https://bit.ly/ManyOneCan2024>



#DYK joint pain is a common symptom of #lupus? Check out this video of people with lupus who describe their experience. Let's continue to share stories and make a difference: <https://bit.ly/49oudzi> #ManyOneCan #LupusAwarenessMonth

About half of people with #lupus experience a "malar" rash or color change that may appear across the cheeks and bridge of the nose in the shape of a butterfly. Hear from lupus champions about their experience: <http://bit.ly/3TFVffU> #ManyOneCan #LupusAwarenessMonth

#DYK that fatigue, pain or swelling in joints, skin rashes & fevers could be signs of #lupus? Knowing these symptoms can be helpful in getting diagnosed. This #LupusAwarenessMonth, #ManyOneCan learn more about how to educate your community about lupus. <https://bit.ly/ManyOneCan2024>

THE MOST COMMON SYMPTOMS

Symptoms vary, but the most common symptoms of lupus include:



Fatigue



Malar
(Butterfly) Rash



Joint Pain
& Swelling



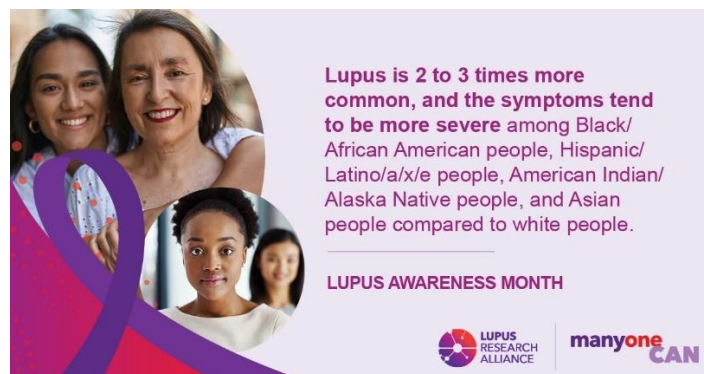
Unexplained
Fever



Lupus Health Disparities

Facebook / Instagram / LinkedIn / X

Despite higher prevalence, communities of color are underrepresented in clinical trials. #ManyOneCan get involved with research funding that diversifies clinical trial participation. Learn more: <https://bit.ly/ManyOneCan2024> #LupusAwarenessMonth

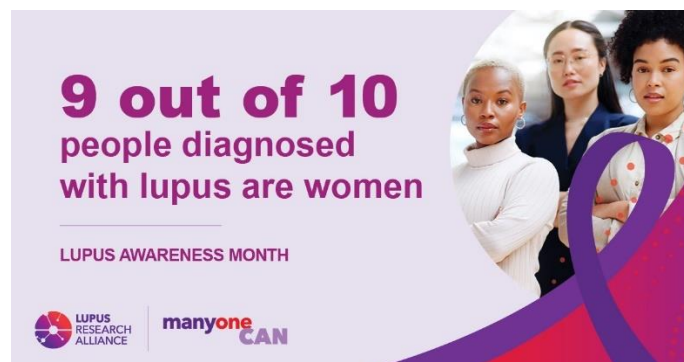


Lupus is 2 to 3 times more common, and the symptoms tend to be more severe among Black/ African American people, Hispanic/ Latino/a/x/e people, American Indian/ Alaska Native people, and Asian people compared to white people.

LUPUS AWARENESS MONTH

LUPUS RESEARCH ALLIANCE manyone CAN

Women are disproportionately affected by lupus. Black/African American and Hispanic/Latino/a/x/e women are 2-3x more likely than white women to develop #lupus and have more severe symptoms. #ManyOneCan learn more about #lupusresearch: <https://bit.ly/ManyOneCan2024> #LupusAwarenessMonth



9 out of 10 people diagnosed with lupus are women

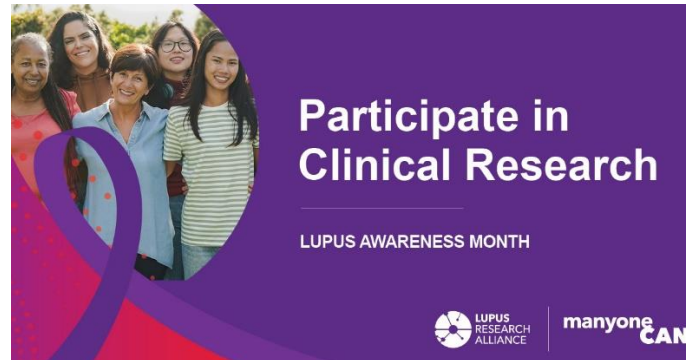
LUPUS AWARENESS MONTH

LUPUS RESEARCH ALLIANCE manyone CAN

Funding, Advocacy & Research

Facebook / Instagram / LinkedIn / X

Your voice matters and can make a difference in improving #lupusresearch. The more people involved in the clinical trial process, the closer we are to a cure for #lupus. #ManyOneCan get involved this #LupusAwarenessMonth: <https://bit.ly/ManyOneCan2024>

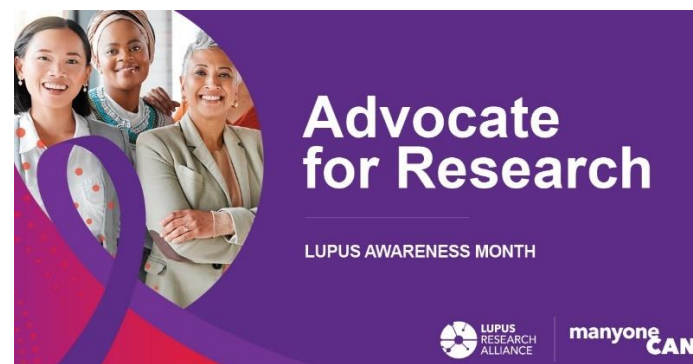


May is #LupusAwarenessMonth! Show your support for the #lupus community by getting involved in the @LupusResearchAlliance Walk with Us to Cure Lupus program. #ManyOneCan form a team and begin fundraising. Find one near you: <https://bit.ly/ManyOneCan2024> #WalkWithUs

If using X, tag @LupusResearch

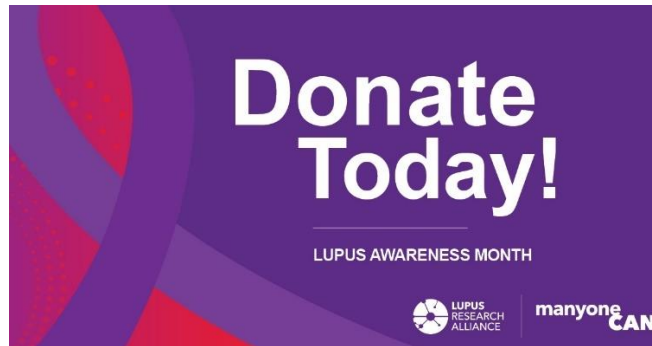


When our community joins together and speaks up, our elected officials listen. #ManyOneCan advocate for the lupus research funding needed to bring us closer to a cure. Learn about advocacy efforts and how you can help: <https://bit.ly/ManyOneCan2024> #LupusAwarenessMonth



Supporting @LupusResearchAlliance through a gift is an empowering way to help fund the science of tomorrow's treatments and cures. This #LupusAwarenessMonth, consider donating in honor of a loved one. 100% goes to support #lupusresearch programs. <https://bit.ly/ManyOneCan2024>

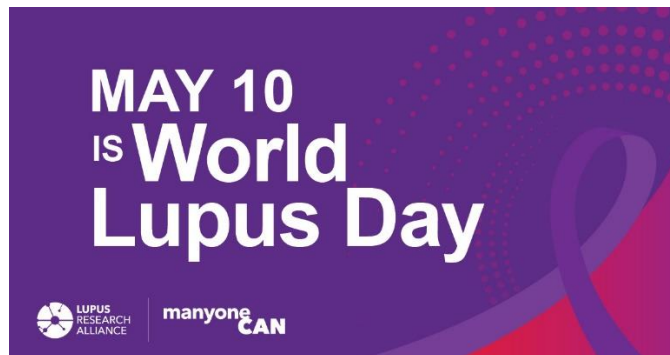
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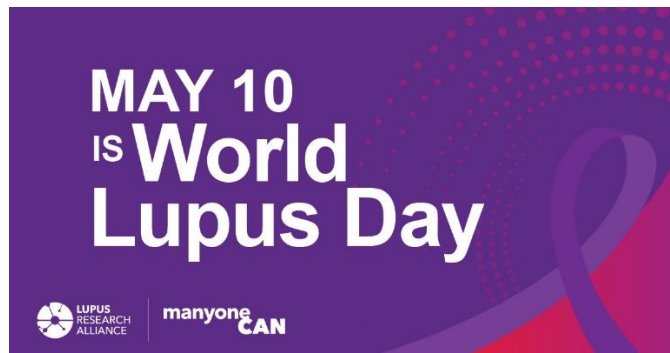
World Lupus Day (May 10)

Facebook / Instagram / LinkedIn / X:

Today is #WorldLupusDay! Let's take time today to shine light on #lupus, honor every lupus champion, and celebrate all who are making a difference. We stand together! You are not alone. #ManyOneCan get involved: <https://bit.ly/ManyOneCan2024> #LupusAwarenessMonth



It's #WorldLupusDay! Lupus affects millions of people in different ways, so today and always, let's show our love and support for all in the #lupus community. You are not alone. #ManyOneCan make all the difference! Get involved: <https://bit.ly/ManyOneCan2024>



Share Your Story

Are you living with lupus? Sharing your story can help raise awareness and show others with lupus that we are a passionate, powerful community. Share a video or photo of yourself or a loved one living with lupus and your hope for the future. Be sure to use #ManyOneCan and tag @LupusResearchAlliance on Facebook, Instagram & LinkedIn, and @LupusResearch on X.

Update your Facebook cover photo

Change your cover photo on Facebook to highlight your support for the lupus community and show that #**ManyOneCan!**

