



September 30 is #RareCancerDay

2020 Rare Cancer Day Social Media Toolkit

As a voice in the rare cancer community, you can be a huge support to drive the conversation leading up to Rare Cancer Day 2020! The following is a social media toolkit that will help you to share content and generate excitement before the big day (September 30), so encourage your colleagues and networks to follow the conversation online to help spread the word!

This toolkit includes helpful tips for using social media, customizable template posts, links to official social media properties including profile handles, hashtags and digital assets. Upon receipt of the toolkit, we ask you to review the material and personalize the content so that it is most authentic to you and your followers. You can then begin sharing!

Helpful tips for social media

- Attach an image to your post – Feel free to use these images, this infographic, or get creative!
- Engage with your followers – If you receive questions or comments about your posts, respond to them! Social media is all about the engagement between followers and having a conversation.
- Tag your followers – Is there someone that you know would like to get involved with Rare Cancer Day? Tag them in your posts to let them know that you want their help in spreading the word.
- 280 characters is the current character limit on Twitter.
- 2,200 characters is the current character limit on Instagram.
- Short and sweet – Facebook and LinkedIn do not have character limits, but shorter posts tend to be more effective.

Social media properties

The official awareness day hashtag is **#RareCancerDay**. Please use this hashtag in all of your posts before and during the day in an effort to create one centralized conversation about the important topics we will be discussing.

Feel free to tag NORD in your posts using the profiles below:

Facebook: @NationalOrganizationforRareDisorders

Twitter: @RareDiseases

LinkedIn: @NationalOrganizationforRareDisorders

Instagram: @nord_rare

Images

Our Rare Cancer Day infographic and social media image assets were created to promote the event, please feel free to download and share it on your social media platforms.

Images and infographic can be found here: bit.ly/RareCancerDay20

Customizable post templates

Below you will find customizable post templates that you can fill in for easy sharing on social media, leading up to Rare Cancer Day on September 30. Share a Rare Cancer Day infographic or feel free to get creative and share content that you feel would resonate best with your network.

Twitter

- September 30 is #RareCancerDay! Help @RareDiseases raise awareness for #rarecancer and #genomictesting by spreading the word about this emerging treatment tool. Visit bit.ly/RareCancerDay20 to learn more. {upload image provided or your own}
- “I’ve never heard of that!” How many times have people living with #rarecancers gotten that response? You may be rare, but you’re not alone! Join the zebra herd and spread the word for #RareCancerDay on Sept. 30. {upload image provided or your own}
- Find out how #genomictesting can help form rare cancer treatment plans. Share this infographic and spread the word about #RareCancerDay on Sept 30 is #RareCancerDay! Find out more: bit.ly/RareCancerDay20 {upload image provided or your own}
- Knowing which biomarkers are driving a patient’s tumor could open the door to personalized treatments options. Learn more about #GenomicTesting on #RareCancerDay (Sept. 30). Learn more: bit.ly/RareCancerDay20 {upload image provided or your own}
- Genetic testing vs genomic testing – what’s the difference? #Genomictesting identifies biomarkers to personalize treatment options. Spread the word for #RareCancerDay, Sept. 30. {upload image provided or your own}

Facebook/LinkedIn/Instagram

- September 30, 2020 is #RareCancerDay! {tag NORD on channel of your choice} and the Rare Cancer Coalition invite you to spread the word about rare cancer and the emerging treatment tools currently available. Visit bit.ly/RareCancerDay20 to learn more. {upload image provided or your own}
- “I’ve never heard of that!” How many times have people living with rare cancers gotten that response when sharing their diagnosis? Living with an uncommon cancer may leave you feeling isolated. Remember: you may be rare, but you’re not alone! Get on board with {tag NORD on channel of your choice} and the Rare Cancer Coalition by raising awareness for #RareCancerDay on September 30! {upload image provided or your own}
- Genomic testing can identify biomarkers to target specific types of cancers and help prevent normal cells from being harmed by therapy and reduce side effects. Join the zebra herd and spread the word about rare cancers and genomic testing this #RareCancerDay (September 30)! Learn more: bit.ly/RareCancerDay20 {upload image provided or your own}
- Genetic vs genomic testing - what’s the difference? Genetic testing is done using a sample of blood, urine, saliva, hair, amniotic or other body fluid, to test for inherited mutations from your parents that could increase your risk for certain types of cancer. Genomic testing checks your tumor cells for biomarkers to help form a treatment plan. Spread the word on #RareCancerDay, Sept. 30: bit.ly/RareCancerDay20 {upload image provided or your own}