



## 2021 LIVING RARE, LIVING STRONGER® NORD® PATIENT AND FAMILY FORUM

### SOCIAL MEDIA TOOLKIT

As a trusted voice in the rare disease community, you are the perfect fit to help drive the conversation leading up to this valuable community event. The event is only as meaningful as the experts and passionate advocates who attend it – so we appreciate your help in spreading the word.

Please use this social media toolkit as a guide to share content and generate excitement before the event, encouraging your colleagues and networks to attend and/or follow the conversation online.

The 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. Thank you for contributing to the success of the forum. Happy sharing!

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## Helpful Tips for Social Media

- **Attach an image to your post** – feel free to use NORD’s images [here](#) (a zipped folder will download to your computer) or get creative! Some suggestions include: your favorite on-stage shot from a previous speaking engagement, a shot that captures a memory that encapsulates your speaking points during the Forum or a shot from a previous NORD event.
- **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. If there is a question that you can’t answer, feel free to tag us in the comments and we’ll be happy to jump in.
- **Tag your followers** – is there someone who you know would love to participate at Living Rare, Living Stronger with you? Tag them in your posts to let them know that you want to see them there.
- **Character Limits:**
  - 280 characters – is the character limit on Twitter
  - 2,200 characters – is the character limit on Instagram
  - Facebook and LinkedIn do not have character limits
    - Shorter posts tend to be more effective

## Social Media Properties

The official Forum hashtag is #LivingRareForum. Please use this hashtag in all of your posts before and during the event 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 located [here](#) (a zipped folder will download onto your computer) were created to promote the event, please feel free to download these images and share them across your social media accounts.

## Customizable Post Templates

Below you will find customizable post templates that you can fill in for easy sharing. Feel free to get creative and share content that you feel would resonate best with your networks.

### Twitter

- The #LivingRareForum will take place virtually on June 26 – 27! @RareDiseases has a truly patient-centric program prepared filled w/ opportunities to connect & learn with those in the #RareDisease community. See you online! More: <http://bit.ly/NORD-LRLS21> {upload image provided or your own}
- We are excited to join @RareDiseases & the #RareDisease community online for the #LivingRareForum! This year's agenda will feature a lineup of experts to educate patients, caregivers & advocates during the interactive and virtual Forum! Register: <http://bit.ly/NORD-LRLS21> {upload image provided or your own}
- The NORD (@RareDiseases) #LivingRareForum is a virtual event again this year on June 26 – 27! #RareDisease patients & families will learn tips on living their best lives, share stories & experiences and more! Visit <http://bit.ly/NORD-LRLS21> to register!

### Facebook/LinkedIn/Instagram

- We are proud to support the {tag NORD on channel of your choice, see page 2} interactive and virtual Living Rare, Living Stronger Patient & Family Forum. During the event, patients, caregivers and advocates in the rare disease community will be able to attend panels that will empower them to live their best, rare life. Visit NORD's website at <http://bit.ly/NORD-LRLS21> to learn more and register to join us. #LivingRareForum {upload image provided or your own}
- I am ready to connect online with {tag NORD on channel of your choice, see page 2} at the interactive and virtual Living Rare, Living Stronger Patient & Family Forum happening on June 26 – 27! Please join me by registering for the event at <http://bit.ly/NORD-LRLS21> #LivingRareForum {upload image provided or your own}
- The {tag NORD on channel of your choice, see page 2} interactive and virtual Living Rare, Living Stronger Patient & Family Forum will be held on June 26 – 27. The #LivingRareForum is a great opportunity to connect virtually with the hundreds of patients and families, organization leaders and healthcare professionals who will be in attendance. Visit NORD's website at <http://bit.ly/NORD-LRLS21> to learn more. {upload image provided or your own}