



September 30 is #RareCancerDay

2021 RARE CANCER DAY SOCIAL MEDIA TOOLKIT

As a leading voice in the rare cancer community, you are the perfect fit to help drive the conversation leading up to Rare Cancer Day! The following is a social media toolkit that will help you to share content and generate excitement before the big day! 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.

Helpful Tips

- **Attach an image to your post** – feel free to use [these images](#) (the folder will download to your computer) or create your own to help raise awareness
- **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 character limit on Twitter.
- **2,200 characters** – is the 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

The images [here](#) (the folder will download onto your computer) was created to promote the event, please feel free to download these assets and share it on your social media channels.

Customizable Post Templates

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

Twitter

- Did you know about 1 in 5 people living with cancer in the US have a #RareCancer? September 30 is #RareCancerDay! @RareDiseases & the Rare Cancer Coalition invite you to join the zebra herd and spread the word about rare cancers! Learn more: <http://bit.ly/RareCancerDay21> **{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}**
- Have you or a loved one been impacted by a #RareCancer? Join the rare zebra herd and BE heard! Sept 30 is #RareCancerDay - share this infographic and help spread the word. Learn more: <http://bit.ly/RareCancerDay21> **{upload image provided or your own}**
- Rare cancer research can potentially advance the science for cures for more common cancers, yet research remains vastly underfunded. Let's change that! Sept. 30 is #RareCancerDay. Learn more: <http://bit.ly/RareCancerDay21> **{upload image provided or your own}**
- Genetic testing is critical for diagnosing #RareDiseases, but #RareCancers are different! Molecular profiling testing can identify possible treatments in rare cancers, but often isn't offered or covered by insurance. Spread the word for #RareCancerDay, Sept. 30. **{upload image provided or your own}**

Facebook/LinkedIn/Instagram

- Did you know approximately 1 in 5 people living with cancer in the United States are diagnosed with a rare cancer? Or that all pediatric cancers are rare? September 30, 2021 is #RareCancerDay! **{tag NORD on channel of your choice}** and the Rare Cancer Coalition invite you to spread the word about rare cancers! Learn more: <http://bit.ly/RareCancerDay21> **{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 - join the herd and spread the word for #RareCancerDay on September 30! **{upload image provided or your own}**
- There is often significant delay for rare cancer patients to get an accurate diagnosis, typically longer than patients with more common cancers. Timely diagnosis can save lives. Join the zebra herd and spread the word about rare cancers! #RareCancerDay is September 30. Learn more: <http://bit.ly/RareCancerDay21> **{upload image provided or your own}**
- Rare cancer research can potentially advance the science for cures for more widespread cancers, yet research remains vastly underfunded. It is time for that to change! September 30 is #RareCancerDay. Learn more: <http://bit.ly/RareCancerDay21> **{upload image provided or your own}**
- Genetic testing is critical for diagnosing rare diseases, but rare cancers are different! Molecular profiling testing can identify possible treatments in rare cancers, but often isn't offered or covered by insurance. Spread the word for #RareCancerDay, Sept. 30. **{upload image provided or your own}**