



September 30 is #RareCancerDay

Rare Cancer Day 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! The following is a toolkit that will help you to share social media content, engage with press, 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 engaging with press and 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!

General Social Media Best Practices

- 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.

Seven Tips to Extend Your Social Media Reach Beyond Your Existing Community

1. **Encourage your followers to share!** One simple way to extend your reach is to ask your community directly to share. Often, we use call-to-actions (CTAs) to drive people to a website or registration portal. Test out new CTAs that encourage engagement like sharing, commenting, and retweeting your posts so they can know how to help spread your messaging.

2. **Like or send requests to followers of competitors or related channels.** This task can be time consuming but is a simple way to cultivate organic followers who are interested in similar organizations. All you need to do is create a list of social media pages with similar audiences and go through their follower list with your organization's social media, liking or following their page and/or content. This will notify them of your presence and allow them to explore and likely follow your page. On LinkedIn, invite your entire network to follow your company's page or event.

3. **Use keyword-rich descriptions (that still sound natural) with hashtags on relevant platforms.** Social media platforms use SEO values to rank priority in their algorithms. Using dynamic keywords and hashtags that are relevant to your messaging on social media channels like Twitter, LinkedIn, and Instagram can help you remain at the top of people's newsfeeds.

4. **Be sure to attach a relevant image or video with your post and pin posts you want to take priority on your feed.** According to an article by Buzzsumo, Facebook posts with images see 2.3x more engagement than those without. Similarly, on Twitter, tweets with video receive 10x more engagement than those without. Optimizing those images with image descriptions and captions not only make your content more accessible, but also help with SEO priority ranking.

5. **Engage with your followers and thank them for sharing.** Review your notifications on a weekly, if not daily, basis. If an individual shares your post, thank them in the comments or reply and encourage their friends and followers to find out more about your organization by following your page.

6. Tag other social media profiles that would find the information valuable. Within your comments or replies, go back to the list of related channels you created in Tip 2. If you're posting something you think their followers would be interested in – tag them!

7. Allocating a small budget to boost priority posts with clear targeting. Pay-to-play is a real concept and a quick, automated way to obtain new followers. Each social network has their own self-serve paid advertising platform, which you can use to boost selected posts. Be mindful of targeting as you do not want to waste money on irrelevant audiences who are not interested in your organization.

Social Media Properties

The official awareness day hashtag is **#RareCancerDay**. Please use this hashtag in all your posts before and on 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

Image Assets for Social Media Posts

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

[DOWNLOAD SOCIAL GRAPHICS](#)

Customizable Social Language

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! Join the herd and help @RareDiseases raise awareness and spread the word for #RareCancer. Visit <https://bit.ly/RCD-22> to learn more. {upload image provided or your own}

- About 1 in 5 people in the US living with #cancer is diagnosed with #RareCancer. You may be rare, but you're not alone! Learn how you can get involved to raise awareness on September 30 for #RareCancerDay: <https://bit.ly/RCD-22> {upload image provided or your own}
- Have you or a loved one been affected by #RareCancer? #RareCancerDay is coming up on September 30. Join NORD (@RareDiseases) and the Rare Cancer Coalition in raising awareness for #RareCancer this year. <https://bit.ly/RCD-22> {upload image provided or your own}

Facebook/LinkedIn/Instagram

- September 30 is Rare Cancer Day! {tag NORD on channel of your choice} and the Rare Cancer Coalition invite you to join the zebra herd in spreading the word about rare cancer and this important awareness day. Visit <https://bit.ly/RCD-22> to learn more about how you can get involved. {upload image provided or your own}
- Did you know that approximately 1 in 5 individuals living with cancer in the US is diagnosed with a rare cancer? You may be rare, but you are not alone! Learn more about rare cancer and how you can help {tag NORD on channel of your choice} and the Rare Cancer Coalition raise awareness for Rare Cancer Day on September 30. <https://bit.ly/RCD-22> {upload image provided or your own}
- Have you or a loved one been affected by a rare cancer diagnosis? Rare Cancer Day is coming up on September 30. Join {tag NORD on channel of your choice} and the Rare Cancer Coalition in raising awareness for individuals with rare cancer. Share your story, or learn how you can get involved on this important, upcoming day here: <https://bit.ly/RCD-22> {upload image provided or your own}

Press Tips

Below are general tips and suggestions for engaging a reporter before, during and after a media interview.

Pre-Interview

Prepare a briefing document:

- Who are you speaking to? Learn their viewpoint, look up recent coverage, and know the outlet's audience.
- What do you want to say? Prep messaging and even script a few "zingers".
- What do you have to support your points? Collect reports, stats, and resources to have on hand.

Ask the reporter for the context of their story – what they are looking into, what their timeline is, how it will be released (digital, print), and who else they have spoken to / plan to reach out to for the story.

Consult your team!

- Look to program/policy experts on staff to help prepare messaging for briefer.
- Consult with your Communications/PR professionals before any interview.
 - Have the Communications staffer sit in on the call and take notes.

Interview

Know your message and stick to it.

Avoid over-explanation and unnecessary jargon.

Don't over rely on your briefer – it is a supporting document, not a script.

Think of the story you are trying to tell – be prepared with real world examples and anecdotes.

"Bridging" – stay focused by building a credible bridge away from undesirable questions and back to key messages.

- Answer the question you WISH you were asked.

Reminders:

- Relax! Deep breaths!
- On video? Consider your posture
- Project your voice.
- Mind your facial expression – no "dead fish".

Craft and volunteer a strong, quotable closing message.

Post-Interview

Send a follow up email to:

- Thank the interviewer/outlet.
- Share any resources or links mentioned during the interview.

- Request they share on the final piece once it is live.
- Offer your support / connections / expertise for any future stories.

Press Release Template

A press release announces a newsworthy story about your organization or brand that members of the media might be interested in covering. The press release provides all the relevant information a reporter would need to write about the topic or attend the event to cover the story. A press announcement must be newsworthy, such as the launch of a new service, the release of a report or resource, partnering with another organization, etc.

Some outlets will share the news based solely on the press release. Other times, they'll contact you to arrange an interview or for more information / resources. Distributing your story through a press release can boost your content marketing efforts by increasing web traffic and improving search engine optimization.

For your reference:

- [Simple, template press release](#)
- [The 2021 Rare Cancer Day release from NORD](#)