

**AUTOIMMUNE
AWARENESS
MONTH**

Social Media Toolkit



#AutoimmuneAwarenessMonth

Thank you **for Supporting** **Autoimmune Awareness Month!**

This toolkit contains resources for you to help spread awareness about autoimmune disease, provide education, and communicate the urgent need for more research.

Through our collective voices, we can amplify the conversation and bring about much-needed change.

Resources include:

- Facts about autoimmune disease
- Social media graphics
- Brief reel/video script

Official Hashtag #AutoimmuneAwarenessMonth

Tag Us!

Facebook	@Autoimmunity
X	@AutoimmuneAssoc
LinkedIn	@autoimmuneassociation
Instagram	@autoimmune_diseases
YouTube	@AARDATube
TikTok	@autoimmuneassociation

FACTS ABOUT AUTOIMMUNE DISEASE

An autoimmune disease is a condition in which the immune system mistakenly attacks and damages healthy body tissue and cells, rather than protecting the body as it was designed to do. The exact cause of autoimmune diseases is not fully understood, but they are thought to result from a combination of genetic and environmental factors.

Approximately **50 million Americans** are living with autoimmune disease.

There are **more than 100** known autoimmune diseases.

80% of people living with autoimmune disease are female.

Autoimmune disease tends to **cluster in families**. If one person in your family has an autoimmune disease, it's likely that someone else does, too — although they might not have the same disease.

On average, it takes **4.5 years and 4 physicians** to receive a diagnosis.

Autoimmunity is now **one of the most common** disease categories, ahead of cancer and heart disease.

25% of people living with autoimmune disease have multiple diagnoses, and certain diseases tend to cluster with others.

Sample Social Media Posts

March is Autoimmune Awareness Month! An autoimmune disease is a condition in which the immune system mistakenly attacks and damages healthy body tissue and cells, rather than protecting the body as it was designed to do. #AutoimmuneAwarenessMonth <tag the Autoimmune Association>

I'm raising awareness for autoimmune disease in March! Awareness is critical to advancing research and improving care for people affected by autoimmune disease. Join me in spreading the word! autoimmune.org/autoimmune-awareness-month/ #AutoimmuneAwarenessMonth <tag the Autoimmune Association>

Chances are, you know someone who is living with an autoimmune disease. Approximately 50 million Americans have been diagnosed with at least one autoimmune disease, not to mention those who are still searching for a diagnosis. #AutoimmuneAwarenessMonth <tag the Autoimmune Association>

Did you know? There are more than 100 known autoimmune diseases. Some you've heard of, like multiple sclerosis, Type 1 diabetes, and rheumatoid arthritis. Others are extremely rare, affecting only hundreds of people in the world. #AutoimmuneAwarenessMonth <tag the Autoimmune Association>

Raising awareness for autoimmune disease is important to me because **INSERT WHY THIS IS IMPORTANT TO YOU AND YOUR PERSONAL CONNECTION TO AUTOIMMUNE DISEASE.** #AutoimmuneAwarenessMonth <tag the Autoimmune Association>

Social Media Graphics

Graphics are available [here](#).

Reel/Video Script

Be sure to tag us so we can share!

OPTION 1: GENERIC

During Autoimmune Awareness Month, it's important to me to raise awareness about autoimmune disease because **INSERT WHY THIS IS IMPORTANT TO YOU AND YOUR PERSONAL CONNECTION TO AUTOIMMUNE DISEASE.**

Here's what you need to know about autoimmune disease:

An autoimmune disease occurs when our immune system mistakenly attacks our cells and tissues, rather than protecting us from viruses, bacteria, toxins and other harmful invaders as it was designed to do.

There are more than 100 autoimmune diseases affecting approximately 50 million Americans...some you may have heard of, like Crohn's disease, lupus, Type 1 diabetes and multiple sclerosis. Others are incredibly rare.

And, unfortunately, autoimmune disease is on the rise.

During Autoimmune Awareness Month, join me in learning more about autoimmune disease and sharing information. By raising awareness, we can make a difference!

OPTION 2: PERSONAL STORY

Hi! I'm **NAME** and I'm living with **CONDITION**. It's an autoimmune disease that affects **INSERT DESCRIPTION**. During Autoimmune Awareness Month, I wanted to share my story with you.

Tell your story in your own words. Thought starters:

- What were your symptoms?
- How were you diagnosed?
- What has it been like?
- What are your challenges?
- Where do you find support?
- Why is spreading awareness important to you?
- What do you wish people knew about living with an autoimmune condition?
- Provide tips
- Provide hope and encouragement

Thank You For Spreading Awareness!