

# **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

This month is all about shining a light on the millions of people worldwide living with autoimmune disease. From rheumatoid arthritis to lupus, Hashimoto's, MS, and beyond, autoimmune diseases are often invisible but can be incredibly challenging. Did you know that over 50 million people in the U.S. are affected? And many are still undiagnosed. Autoimmune Awareness Month is our chance to amplify the voices of those living with these conditions, spread knowledge, and advocate for early diagnosis, better treatment, and support. Whether you're living with an autoimmune disease or know someone who is, join us in raising awareness this month! Awareness is the first step in creating hope for a better future!  
#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>

Did you know? Over 50 million Americans suffer from autoimmune diseases, yet many are still undiagnosed. Autoimmune diseases occur when the body's immune system mistakenly attacks healthy cells. Let's raise awareness together! #AutoimmuneAwarenessMonth <tag the Autoimmune Association>

Myth: Autoimmune diseases are rare

Fact: There are over 100 types of autoimmune diseases, including lupus, rheumatoid arthritis, and Type 1 diabetes. #AutoimmuneAwarenessMonth <tag the Autoimmune Association>

Myth: Autoimmune diseases only affect women

Fact: While autoimmune diseases are more common in women (about 80% of those affected are female), men can also develop autoimmune conditions. Certain diseases, like ankylosing spondylitis or multiple sclerosis, are more common in men. #AutoimmuneAwarenessMonth <tag the Autoimmune Association>

Myth: Only older adults develop autoimmune diseases

Fact: Autoimmune diseases can affect people of any age, including children. Many autoimmune conditions, like juvenile arthritis or Type 1 diabetes, are diagnosed in childhood or adolescence.  
#AutoimmuneAwarenessMonth <tag the Autoimmune Association>

Myth: Autoimmune diseases are caused by a weak immune system

Fact: In autoimmune diseases, the immune system is actually overactive and mistakenly attacks the body's own healthy cells. #AutoimmuneAwarenessMonth <tag the Autoimmune Association>

# Sample Social Media Posts Cont'd

Myth: Autoimmune diseases have visible symptoms

Fact: Many autoimmune diseases have invisible symptoms like fatigue, brain fog, or joint pain, making them difficult to diagnose. Just because someone looks "fine" doesn't mean they aren't struggling.

#AutoimmuneAwarenessMonth <tag the Autoimmune Association>

It takes an average of 4.5 years for people with autoimmune diseases to get a correct diagnosis. Many symptoms are often mistaken for other conditions. Early detection is key! Be persistent if you feel something isn't right. #AutoimmuneAwarenessMonth <tag the Autoimmune Association>

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. #AutoimmuneAwarenessMonth <tag the Autoimmune Association>

Autoimmune diseases are on the rise globally, increasing 3-12% each year. Awareness and early intervention are more critical than ever! #AutoimmuneAwarenessMonth <tag the Autoimmune Association>

25% of people living with autoimmune disease have multiple diagnoses, and certain diseases tend to cluster with others. #AutoimmuneAwarenessMonth <tag the Autoimmune Association>

Fatigue is one of the most common symptoms of autoimmune diseases, and it's more than just feeling tired. It's debilitating and can affect your quality of life. If you're struggling, you're not alone! #AutoimmuneAwarenessMonth <tag the Autoimmune Association>

Every share, every comment, every conversation helps bring awareness to autoimmune diseases. Together, we can fight for better treatments, better support, and a future with fewer autoimmune diagnoses. #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!**