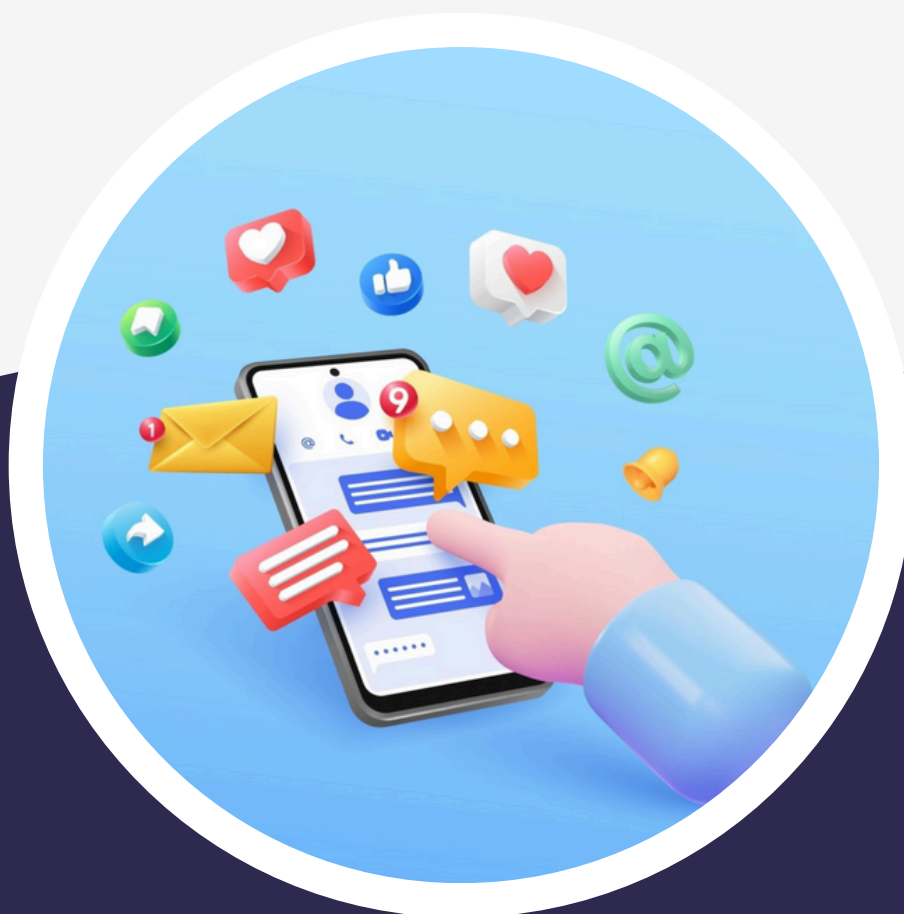


SOCIAL MEDIA TOOLKIT



Join the Movement!

A toolkit to inform, empower, and advocate for
autoimmune awareness on social media

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

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
- Sample social media posts
- Social media graphics
- Reel/video script

Suggested Hashtags

#AutoimmuneDisease #AutoimmuneDiseases #AutoimmuneAwareness
#AutoimmuneWarrior #HopeForAutoimmune #AutoimmuneCommunity
#FightAutoimmune

Tag Us!

Facebook X

LinkedIn

Instagram

Instagram (Young Adults)

YouTube

TikTok

@Autoimmunity

@AutoimmuneAssoc

@autoimmuneassociation

@autoimmune_youngadults

@AARDATube

@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.

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

Sample Social Media

Posts

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

Autoimmune diseases are on the rise—fast. More people than ever, including young adults and even children, are being diagnosed. This is a public health crisis we can't ignore. Learn more: [autoimmune.org](https://www.autoimmune.org) [<tag the Autoimmune Association>](#)

The number of people living with autoimmune disease is skyrocketing—and scientists don't yet know why. What we do know is we need more research, more answers, and more awareness. Learn more: [autoimmune.org](https://www.autoimmune.org) [<tag the Autoimmune Association>](#)

Autoimmune diseases are increasing at an alarming rate, especially in young people. It's time to act. Share this post, tell your story, and demand more research. Learn more: [autoimmune.org](https://www.autoimmune.org) [<tag the Autoimmune Association>](#)

If you think autoimmune disease doesn't affect many people, think again. It's one of the fastest-growing categories of disease—impacting millions, many under age 30. Learn more: [autoimmune.org](https://www.autoimmune.org) [<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, affecting 50 million Americans. [<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 and multiple sclerosis, are more common in men. [<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. [<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. <tag the Autoimmune Association>

Myth: Autoimmune diseases have visible symptoms.

Fact: Many autoimmune diseases have invisible and vague symptoms like fatigue, brain fog, and joint pain, making them difficult to diagnose. Just because someone looks "fine" doesn't mean they aren't struggling. <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. <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. <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! <tag the Autoimmune Association>

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

Every share, every comment, and every conversation helps bring awareness to autoimmune disease. Together, we can fight for better treatments, better support, and a future with fewer autoimmune diagnoses. <tag the Autoimmune Association>

I'm using my voice to raise awareness for autoimmune disease. Want to help? Start by visiting autoimmune.org to learn, share, and support. <tag the Autoimmune Association>

Knowledge is power—and patients need support. Take a few minutes today to learn about autoimmune diseases at autoimmune.org. Awareness saves lives. <tag the Autoimmune Association>

Help me shine a light on autoimmune disease. Whether you're a patient, caregiver, or advocate—your voice matters. Let's raise awareness together. <tag the Autoimmune Association>

Social Media

Graphics

Graphics are available [here](#).

Mix-and-match graphics are designed to be used with any post.

Reel Video Script

OPTION 1: GENERIC

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 the immune system mistakenly attacks body cells and tissues, rather than protecting the body 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.

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**. I am sharing my personal story with you so I can raise awareness for **CONDITION** and all autoimmune diseases.

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!