



SOCIAL MEDIA TOOLKIT

for patients, advocates and the general public

Thank you for Supporting Autoimmune Awareness Month

One of the most powerful ways you can make an impact is by using your own platforms to share information, highlight the importance of autoimmune awareness, and — if you're comfortable — tell your own story. Personal experiences resonate deeply and help others feel seen, understood, and less alone. Through our collective voices, we can amplify the conversation and bring about much-needed change.

This toolkit includes sample posts to make things easy. Feel free to copy, customize, or rewrite them in your own voice. Authenticity matters more than perfection.

REMEMBER to tag the Autoimmune Association so we can see and amplify your posts!

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 140** 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.

Diagnosis is slow and complex: People on average see **6 doctors over a period of 4 years** before they get 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.

Suggested Social Media Posts

Facebook/Instagram/Threads

March is Autoimmune Awareness Month — a time to lift up the stories, struggles, and strength of the 50+ million Americans living with autoimmune disease.

Autoimmune diseases are lifelong, often invisible, and too often misunderstood. This month, let's change that together. Learn more at autoimmune.org.

Share this post to help spread awareness.

Did you know there are 140+ autoimmune diseases? From lupus to Hashimoto's to type 1 diabetes, autoimmune diseases affect nearly every part of the body — and yet many people wait years for a diagnosis. Learn more at autoimmune.org.

This March, I'm raising awareness to shorten that journey. Every voice helps.

Women make up 80% of autoimmune disease diagnoses, yet research remains underfunded and under-prioritized. Raising awareness means pushing for equity, better treatments, and real understanding. Stand with us this Autoimmune Awareness Month. Learn more at autoimmune.org.

Autoimmune diseases often cluster — meaning 1 in 4 people with one autoimmune disease may develop another. Better awareness leads to better recognition, earlier care, and more support for patients navigating the unknown. Learn more at autoimmune.org. Share to help others feel less alone.

Autoimmune Awareness Month is about more than facts — it's about people. It's about the student trying to manage symptoms in class. The parent pushing through pain. The young adult trying to find answers. The person searching for hope. Let's show up for them. Learn more at autoimmune.org.

Autoimmune diseases don't just affect the body — they impact mental health, relationships, school, work, and daily life. Awareness creates empathy. Empathy creates change. Learn more at autoimmune.org. Change makes life better for millions.

What does “autoimmune” mean? It means the immune system mistakenly attacks the body it's designed to defend. This March, I'm standing with the Autoimmune Association to raise awareness, advance research, and bring hope to millions living with autoimmune disease. Join me in supporting this work at autoimmune.org.

This Autoimmune Awareness Month, we're calling on everyone to:

- Learn the signs
- Support the community
- Advocate for research
- Spread awareness

Big change starts with small actions — and together, we're powerful. Learn more at autoimmune.org.

LinkedIn

March is Autoimmune Awareness Month — a time to shine a national spotlight on a growing public health crisis affecting more than 50 million Americans. Increased awareness leads to earlier diagnoses, more research investment, and stronger workplace support. Let's elevate this conversation together.

Autoimmune diseases disproportionately affect women (80%), often during the most demanding years of their careers and lives. Supporting autoimmune awareness is essential for building equitable workplaces, improving access to care, and strengthening employee well-being.

There are more than 140 autoimmune diseases, and rates are increasing worldwide. Autoimmune Awareness Month is an important opportunity for leaders, employers, and communities to learn, share resources, and support those affected. Together, we can make a meaningful difference.

Twitter/X

March is #AutoimmuneAwarenessMonth 50M Americans live with autoimmune disease — let's make sure their stories are heard.

There are 140+ autoimmune diseases, yet diagnosis takes an average of 4 years. We can do better. #Autoimmune

Women = 80% of autoimmune disease diagnoses. It's time for equity, research, and awareness. #AutoimmuneAwareness

Autoimmune diseases are often invisible — but the challenges aren't. Let's raise awareness this March.

Awareness leads to understanding. Understanding leads to action. Action leads to change. #AutoimmuneAwarenessMonth

Reel/TikTok Script Template

“Did you know more than 50 million Americans live with autoimmune disease — and most people don't even realize it?

March is Autoimmune Awareness Month, and it matters because autoimmune diseases are often invisible, misunderstood, and under-recognized. Many patients wait years for a diagnosis and struggle to get the support they need.

There are over 140 autoimmune diseases. Women make up 80 percent of diagnoses. And 1 in 4 people with one autoimmune disease may develop another. Awareness helps shorten diagnostic delays, improve care, and drive real change.

This month, you can help. Share a post. Start a conversation. Learn something new. Or simply check in on someone living with autoimmune disease.

Together, we can make autoimmune disease impossible to ignore — and create a future filled with hope.

Reel/TikTok Script Template with Personal Story Prompts

“March is Autoimmune Awareness Month, and I want to share something important with you.

Autoimmune disease affects more than 50 million Americans, including [me / someone I love / many people in my community.]

For me, this topic is personal because... [Insert your connection: diagnosis story, who you advocate for, when symptoms started, a turning point, etc.]

Living with an autoimmune disease is more than what you see on the outside. It can look like:

- Fatigue that doesn't go away
- Symptoms that come and go
- Appointments, testing, and long wait times
- Feeling dismissed or misunderstood
- Trying to keep up with school, work, or daily life

What it's looked like for me is... [Insert example: a challenge you faced, a symptom people don't see, or a moment that changed things]

Awareness is powerful. It leads to earlier diagnoses, better understanding, more research, and more support.

In my own life, awareness matters because... [Insert why you care: what helped you, what you wish others understood, or what changed when you were finally believed]

This month, I'm raising my voice so others feel seen, supported, and less alone.

And you can help too — by learning, sharing, listening, and believing people living with autoimmune disease.

The one thing I want people to know about autoimmune disease is... [Insert your key message]

Autoimmune Awareness Month is our chance to shine a light on what millions of people live with every day.

Together, we can make autoimmune disease impossible to ignore — and create a future filled with more understanding, more compassion, and more hope.

Graphics for Social Media

Download graphics to attach to your posts.

Download