



## 2022 NORD Summit Social Media Toolkit

As a member of the rare disease community, you are the perfect fit to help drive the conversation leading up to our biggest event of the year! This highly anticipated event is only as meaningful as the experts and passionate advocates who attend it – so we appreciate your help in spreading the word!

The following is a social media toolkit that will help you to share content and generate excitement before the event, encouraging your colleagues and networks to attend and/or follow the conversation online! The toolkit will provide all that you need to share on social media, including the following:

- Helpful tips for using social media
- Sample posts for social media

## Helpful Tips for Social Media

- **Attach an image to your post** – Use the one that we've provided here or get creative! Some suggestions include: your favorite on-stage shot from a previous speaking engagement or community event, a shot that encapsulates your engagement or role at the Summit, a shot from a previous NORD Summit.
- **Use the hashtag (#NORDSummit)** – Be a part of the conversation this year and include the official Summit hashtag in all your posts.
- **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. If there is a question that you can't answer, feel free to tag us in the comments and we'll help.
- **Tag your followers** – Is there someone that you know would love to be at the NORD summit? Tag them in your posts to let them know that you want to see them there.

## Social Media Properties

The official conference hashtag is **#NORDSummit**. Please use this hashtag in all your posts before, after and during the event to create one centralized conversation about the event's important topics and speakers.

Tag NORD in your posts using the profiles below:

**Facebook:** @NationalOrganizationforRareDisorders

**Twitter:** @RareDiseases

**LinkedIn:** @NationalOrganizationforRareDisorders

**Instagram:** @nord\_rare

[CLICK HERE TO DOWNLOAD THE 2022 PROMO GRAPHIC](#) – This graphic has been created to promote the Summit. Please feel free to download this image and share it across your social media platforms.

## Customizable Post Templates

Use the suggested posts below, and customize accordingly, to share on your social media channels.

### Twitter

- The 2022 #NORDSummit will take place on October 17-18! @RareDiseases has a dynamic agenda of plenaries and breakout sessions planned, focused on critical topics in the #RareDisease community and orphan products field. Learn more: <https://bit.ly/NORD-Summit-22> {insert graphic from page 2}
- Thrilled to be joining @RareDiseases in Washington, DC on October 17-18 for the 2022 #NORDSummit! This year's conference agenda will feature a lineup of experts discussing the pressing topics that affect the rare community! Register at <https://bit.ly/NORD-Summit-22> {insert graphic from page 2}
- Excited to hear from inspiring panels of #RareDisease leaders during the #NORDSummit, October 17-18! Sessions & speakers will cover topics from #data sharing to the future of #RareCancer #treatment. Hope to see you there! <https://bit.ly/NORD-Summit-22> {insert graphic from page 2}

### Facebook/LinkedIn

- Looking forward to the @NationalOrganizationforRareDisorders Rare Diseases + Orphan Products Breakthrough Summit (#NORDSummit) on October 17-18 back in person in Washington, DC. During this highly anticipated annual conference, expert rare disease leaders will cover critical topics and the life-changing experiences of millions of Americans impacted by rare disease. Visit NORD's website to learn more about the conference and to register. <https://bit.ly/NORD-Summit-22> {insert graphic from page 2}
- The Rare Diseases + Orphan Products Breakthrough Summit (#NORDSummit) is happening in Washington, DC on October 17-18. Thanks to @NationalOrganizationforRareDisorders for hosting one of the largest multi-stakeholder events in #RareDiseases, featuring rare disease experts, patient advocates, industry representatives, and other leaders in rare disease. I hope to connect with you there! Learn more and register for the event at <https://bit.ly/NORD-Summit-22> {insert graphic from page 2}