



*Behind every pair  
is a family.*



## Social Media Toolkit

**Niemann-Pick Awareness Month** is a time for our community to come together, share our stories, and help more people understand the impact of Niemann-Pick disease on individuals and their families.

This year, we're asking our community to **be visible**.

**Behind Every Pair Is a Family** - put on your Silver Shades, or any pair of shades you have, and help shine a light on the families behind every Niemann-Pick diagnosis. Then share your answer to one question:

### What does a perfect day look like for you and your family?

Share a photo, a story, or a moment that matters to you. Tag NNPdF and use **#NiemannPickAwareness** so we can share it with the community.

#### Ways to Participate

1. **Wear your shades** and share a photo or video.
2. **Share your story** and tell us what a perfect day means to your family.
3. **Use an Awareness badge or social frame** to show your connection to Niemann-Pick.
4. **Share NNPdF posts** throughout October to help reach more people.

Use **#NiemannPickAwareness** and add **#NPC** or **#ASMD** when relevant.



## Sample Social Posts

### SHARE YOUR SHADES

*Behind every pair is a family. 🕶️ This October, I'm wearing my shades for Niemann-Pick Awareness Month and for all the families navigating Niemann-Pick disease. Join me and help our community be seen.*

#NiemannPickAwareness #BehindEveryPair #NNPdF [#NPC OR #ASMD]



## SHARE YOUR PERFECT DAY

What does a perfect day look like for our family? [ADD YOUR ANSWER]

This Niemann-Pick Awareness Month, we're celebrating the moments that matter, big and small. Behind every diagnosis is a whole family with a story to tell.

#NiemannPickAwareness #PerfectDay #BehindEveryPair #Family #NNPDF [#NPC OR #ASMD]



## SHARE YOUR CONNECTION

Someone I love is affected by Niemann-Pick disease. This October, I'm helping make our community more visible and sharing what Niemann-Pick means to our family.

#NiemannPickAwareness #Family #NNPDF #BehindEveryPair [#NPC OR #ASMD]

## INVITE OTHERS TO JOIN - GENERAL AWARENESS

It's Niemann-Pick Awareness Month. Put on your shades, share a photo or story, and help shine a light on the families behind every diagnosis. 🕶️

#NiemannPickAwareness #BehindEveryPair #NNPDF #ASMD #NPC #Family  
#Community

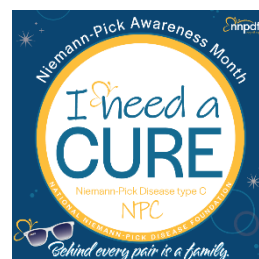
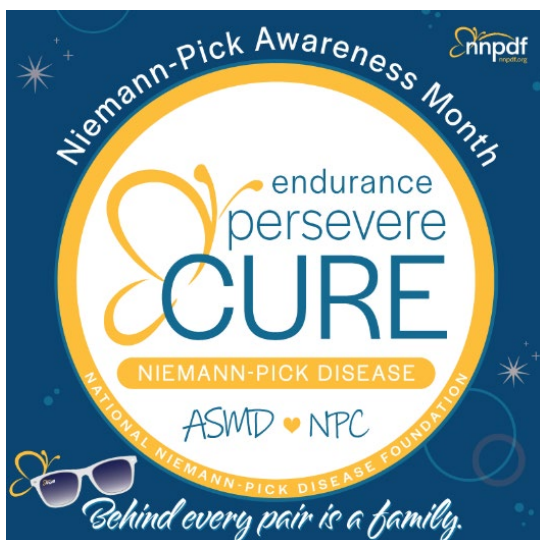


## SOCIAL MEDIA GRAPHICS

Download resources to help you recognize Niemann-Pick Awareness Month, including:

- **Niemann-Pick Awareness Month** profile photo frame
- **Someone I Love Needs a Cure** badges
- **I Need a Cure** badges
- **Niemann-Pick Awareness** badge

Get yours at <https://t.ly/NiemannPickAwareness>



## Sample Social Media Posts

### LinkedIn/Facebook/Instagram

- *October is Niemann-Pick Awareness Month. I'm joining NNPdF and families around the world to raise awareness, share our stories, and make the Niemann-Pick community more visible. We can help more people learn about the critical need for support, treatment and a cure. Please join me in building #NiemannPickAwareness by visiting: <https://t.ly/NiemannPickAwareness>*  
*#NiemannPickAwareness #BehindEveryPair #Family #NNPDF #NPC #ASMD*
- Every person living with Niemann-Pick disease deserves access to treatment and hopefully someday a cure. I am joining forces with @NATIONAL NIEMANN-PICK DISEASE FOUNDATION during #NiemannPickAwareness Month, to help more people learn about Niemann-Pick disease and advocate for continued research. that can lead to other new treatments and continued hope. Learn how to participate at: <https://t.ly/NiemannPickAwareness>  
*#NiemannPickAwareness #BehindEveryPair #SupportACure*
- Communities across the globe are coming together this October to build awareness of Niemann-Pick disease that could lead to new treatments and one day a CURE. By sharing our stories and helping people better understand the impact of Niemann-Pick disease, or childhood dementia, we can make a positive difference in the lives of so many patients and their families. To learn more visit: <https://nnpdf.org>

### Twitter

- October is Niemann-Pick Awareness Month! Join me and my family in raising awareness about the support our community needs. Together, we can work towards a brighter future for those affected by Niemann-Pick disease. *#NiemannPickAwareness*
- This month, I'm joining @NNPDF to help Niemann-Pick families be seen, heard, and understood. Every story shared helps more people understand the impact of this disease. Join us. *#NiemannPickAwareness*  
*<https://t.ly/NiemannPickAwareness>*
- During Niemann-Pick Disease Awareness month, I am raising awareness of the need for a cure – for my family and others. To find out how you can help, visit *<https://t.ly/NiemannPickAwareness>*
- Niemann-Pick disease is part of my family's story. This October, help me shine a light on the families behind every diagnosis and the hope we share for better treatments and a cure. *#NiemannPickAwareness*
- I am proud to be a Niemann-Pick warrior. This October, I'm spreading the word about the importance of supporting families impacted by Niemann-Pick disease. Together, we can hope for new treatments and a more hopeful tomorrow. Learn more at *<https://t.ly/NiemannPickAwareness>*