

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.

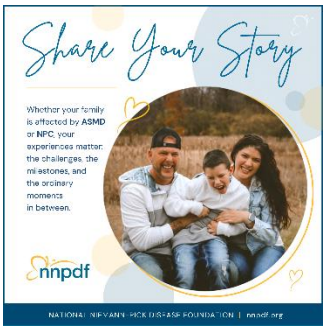
#NiemannPickAwareness #PerfectDay #BehindEveryPair #Family #NNPDF [#NPC OR #ASMD]

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

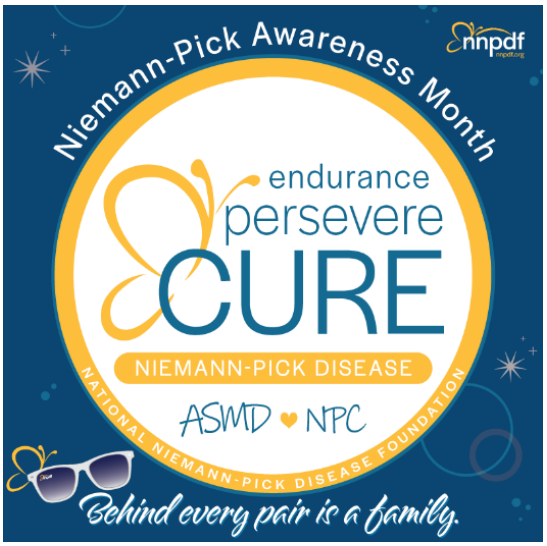
SOCIAL MEDIA GRAPHICS

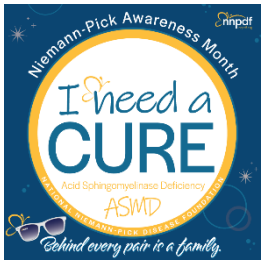
Download resources to help you recognize Niemann-Pick Awareness Month, including:

- ***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



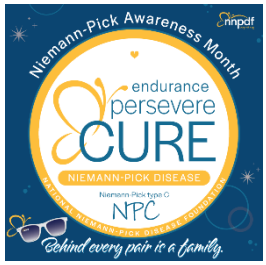


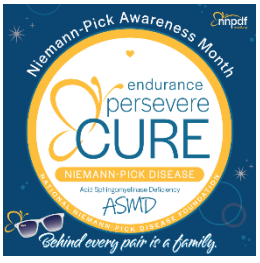












Sample Social Media Posts

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