Take a look at examples of how other people are starting conversations about lupus on social media. Post-worthy activities might include:

Visit the Center for Disease Control and Prevention’s (CDC) [Guide for Writing Social Media](https://www.cdc.gov/media/guidance/social-media-guidelines.html) for more direction and examples of how to develop a social media marketing plan.

Search the hashtag (#BeFierceTakeControl) across different social media platforms (Facebook, Twitter, Instagram) to see how it’s being used. Carefully review each post for accuracy and appropriateness, then repost and use those examples of community activities on your organization’s social media platforms.