

Social media assets bundle

The social media assets bundle provides you with social media posts, images, and strategies that you can use along with your [Social media planning sheet](#). During your social media committee planning meeting, use these assets and your [Social media planning sheet](#) to decide the best social media strategy for your school.

As a reminder, the objectives of your social media campaign are to:

1. Plan and manage a social media campaign to increase lupus awareness at your school.
2. Encourage students to learn more about lupus by visiting the *Be Fierce. Take Control.*™ website (befiercetakecontrol.org).
3. Empower students at your school to take control of their health.

Please keep the following in mind:

- Avoid stretching, condensing, or resizing the assets.
- Avoid recoloring the assets.
- Do not recreate the assets. Use the files provided.
- Do not recreate the design style.

See [Appendix C. Be Fierce. Take Control.](#)™ for more specific guidelines on using these images and copyright disclaimers.



Facebook/Instagram posts (no restrictive character limit)

- Self-care isn't selfish. Take control of your health at befiercetakecontrol.org. #BeFierceTakeControl
- Feeling not quite like yourself? It's time to stop procrastinating and take control of your health. Your symptoms could mean something – go to befiercetakecontrol.org to learn more. #BeFierceTakeControl
- If you're getting plenty of sleep but you're still exhausted, your body might be trying to tell you something. Find out more at befiercetakecontrol.org. #BeFierceTakeControl

Twitter posts (140 characters)

- Let's talk about #lupus—a disease that hides in plain sight. #BeFierceTakeControl
- Learn the signs of #lupus at befiercetakecontrol.org. #BeFierceTakeControl
- @TAU is #BeFierceTakeControl of our health. Are you? – go to befiercetakecontrol.org to learn more.
- If you've been feeling not quite like yourself but can't pinpoint what's wrong, it's time to #BeFierceTakeControl. Learn more at befiercetakecontrol.org.

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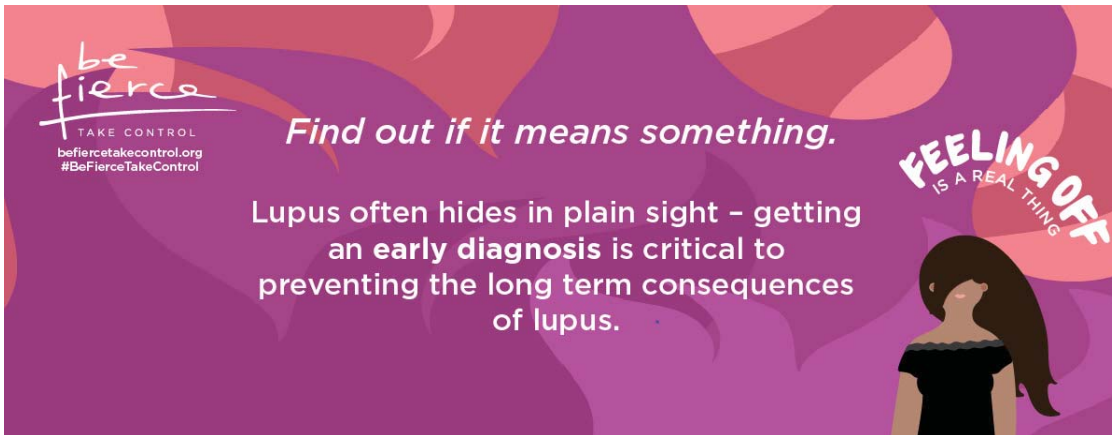
Profile badges

Promote your social media campaign by uploading these profile badges as your organization's profile picture on Facebook, Twitter, and Instagram. Ask your fellow leaders to also make it their profile picture on their personal accounts!



Cover photo

Promote your social media campaign by uploading this cover photo as your organization's cover photo on Facebook and Twitter. Ask your fellow leaders to also make it their cover photo on their personal accounts!



Lupus awareness images

Post these lupus awareness images on your organization's social media platforms. These images are aimed to promote lupus awareness, defined as (1) what lupus is; (2) the signs and symptoms of lupus; and (3) what to do if they suspect they (or someone they know) has lupus.



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Create a story for your campaign

Creating a story on Instagram and/or Snapchat can be a great way to share your campaign messages.

To create a new Snapchat story, go to the stories homepage and then click on the plus sign in the upper right-hand corner. You can then name your story (#BeFierceTakeControl) and select between a few options. You can geofence an area and chose to either (1) let any of your Snapchat friends within that area contribute or (2) let any of your Snapchat friends and friends of your Snapchat friends within that area contribute. However, you can also manually select all your Snapchat friends to create a story where they can all contribute without using the geofence option.

To add to your Instagram story, click on “your story” at the upper left-hand corner. You can then take pictures or videos to add to your story. You followers can then send you message replies about your story.

Also, make sure to share the campaign Snapchat QR code for the *Be Fierce. Take Control.*™ campaign website on your story!

 **Tip:**
Get more Snapchat friends by posting your organization's Snapchat username and scannable QR code on other social media posts!



Snapchat geofilter

Snapchat also allows organizations to create a custom filter, pick dates, and set a geofence for their filter. Snapchat charges for this service, however they also offer community geofilters for public places, such as a university. For more information, see snapchat.com/geofilters.

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Key messages

Want to spread the word about *Be Fierce. Take Control.*™ in a different way? Use the key messages below as a starting place for crafting your own communications about lupus awareness.

- While many people have heard of lupus, few know anything about the disease beyond its name. Lupus is a chronic, autoimmune disease that can cause pain, inflammation, and tissue damage to various organs in the body.
- Lupus is challenging to diagnose, because it shows up in unique ways in everyone who has it. Its symptoms—things like joint pain, exhaustion, and skin rashes—are similar to many other diseases, and symptoms are not always the same from person to person.
- Early diagnosis is critical to preventing long-term consequences of lupus. If not treated, lupus continues to damage the body. This is why it's so important to raise awareness about lupus—the sooner someone receives a lupus diagnosis, the sooner they can manage the disease and minimize its impact on the body.
- [The American College of Rheumatology](#) (ACR) wants young leaders, like you, to use this Playbook to get you and your campus to *Be Fierce. Take Control.*™ The Playbook is designed especially for young African American women, and encourages women to take control of their health, the way they run the other important areas of their lives.
- Go to befiercetakecontrol.org to learn more about lupus, its symptoms, and what to do if you or a loved one are experiencing symptoms. You can also share information on social media using #BeFierceTakeControl. By sharing you are becoming a vital partner in driving further awareness to those who need it most.

Revisit the [Lupus PowerPoint presentation](#) and [Lupus fact sheet - detailed](#) for more scientifically accurate messages about lupus.