2018 State Policy Report Card   
Social Media Toolkit

Use this toolkit to help NORD’s Rare Action Network™ spread the word about the 2018 State Policy Report Card to push forward the discussion on important issues for rare disease patients and their families.

Alone we are rare. Together we are strong.®

**Best Practices for Social Media:**

* Use #NORDReport to help make an even bigger impact
* Use hashtags for relevant topics like
  + #medicalfoods
  + #newbornscreening
  + #rxdrugcostsharing
  + #medicaid
  + #raredisease
  + #rarediseases
* Use http://ow.ly/url/shorten-url to shorten long links
* Use the image on the next page in your posts to draw more attention
* Tag us! @RareDiseases & @RareAction on Twitter and @NationalOrganizationforRareDisorders on Facebook

**Suggested Tweets:**

Sample Templates for State Specific Tweets

[State’s two-letter abbreviation] is rated [score] in [policy issue] 4 #rarediseases in #NORDReport. Help drive progress: http://bit.ly/2tPC5vi

[State’s two-letter abbreviation] needs 2 improve on [policy issue] for #raredisease community-> learn how w/ #NORDReport: http://bit.ly/2tPC5vi

Sample Tweets – National Overview

#RareDiseases are not so rare, affecting 1 in 10 Americans: How does your state measure up in helping patients? Download #NORDReport to find out: http://bit.ly/2tPC5vi

#NORDReport seeks to expand targeted analysis on more issues that affect the #raredisease community. Download your copy today: http://bit.ly/2tPC5vi

Evaluate your home state & advance progress for #raredisease patients & families by downloading your copy of the 2018 @RareAction #NORDReport: http://bit.ly/2tPC5vi

#NORDReport grades each state on how they are helping #raredisease patients in terms of key issues to the community. Learn more: http://bit.ly/2tPC5vi

**Suggested Facebook Posts:**

@National Organization for Rare Disorders released the 2018 State Policy Report Card (#NORDReport). The report provides an in-depth analysis on how each state handles key policy issues that would benefit the rare disease community and provides suggestions on how each state may improve. Learn how your state measures up on some of these key issues! Download your copy of the report today: http://bit.ly/2tPC5vi

Download the #NORDReport from @NationalOrganizationforRareDisorders to see what your state can do to drive progress for rare diseases: http://bit.ly/2tPC5vi

[State’s two-letter abbreviation] received a [grade] in [policy issue] for the rare disease community according to the 2018 @NationalOrganizationforRareDisorders #NORDReport. Learn more about how our state can improve by downloading your copy here: <http://bit.ly/2tPC5vi>

**Promotional Graphic:**

