



JUNE 24

Cystinuria Awareness Day

Thank you for helping to spread the word about **Cystinuria Awareness Day**, which takes place on **Thursday, June 24!**

Together, we can raise awareness of Cystinuria through a coordinated **SOCIAL MEDIA CAMPAIGN** *throughout the entire month of June - with a concentrated focus during the week of June 21-25.*

5 EASY WAYS TO PARTICIPATE:

1. **Frequently share social media content and graphics throughout June.** To make it easy, you can simply copy and paste from the samples provided below. If you or someone in your life has been personally impacted by Cystinuria, please customize these samples and/or create your own social media content. It's important for people to hear about the personal experiences and life journeys of people living with Cystinuria.
2. **Add a frame to your profile pictures on your social media accounts.** Design options and instructions on how to add a frame are provided below.
3. **Change your Facebook cover photo to the design provided with instructions below.**
4. **Use a Cystinuria Awareness virtual meeting (Zoom) background.** The background design and instructions on how to use are provided below.
5. **Share this social media toolkit document with your friends, family, coworkers, and others** – and ask them to also participate through these 5 easy ways!

HOW TO SHARE ON SOCIAL MEDIA

Please share the awareness day information on ALL of your organizational and individual social media accounts, including Twitter, Facebook, Instagram and LinkedIn. Please use the hashtags **#CystinuriaDay2021 #rarekidneystones and #rarediseaseawareness** every time you share. You can post the content and graphics separately or combine them however you wish.

Note: because we want to raise awareness of Cystinuria among policymakers, we encourage you to tag your state legislators and legislatures in your posts. You can find their social media sites at <https://www.ncsl.org/research/about-state-legislatures/legislative-social-media-sites.aspx>.

SAMPLE SOCIAL MEDIA CONTENT

June 24 is Cystinuria Awareness Day. Cystinuria is a rare, serious genetic disorder characterized by frequent and recurrent kidney stone formation. It affects both men and women and is a lifelong, chronic condition. While cystinuria has no cure, it can be managed. Early diagnosis and ongoing management are important. Learn more at cystinuria.org. **#CystinuriaDay2021 #rarekidneystones and #rarediseaseawareness**

June 24 is Cystinuria Awareness Day. Cystinuria is a rare disease that causes frequent and recurrent kidney stone formation. It affects about 1 in 10,000 people in the US. Learn more at cystinuria.org. **#CystinuriaDay2021 #rarekidneystones and #rarediseaseawareness**

June 24 is Cystinuria Awareness Day. Cystinuria can lead to chronic kidney disease, which, if not properly managed, can worsen and become kidney failure requiring dialysis or a kidney transplant. Early diagnosis and treatment are important. Learn more at cystinuria.org **#CystinuriaDay2021 #rarekidneystones and #rarediseaseawareness**

June 24 is Cystinuria Awareness Day. Treatment for patients with cystinuria often focuses on drinking more fluids and reducing foods that are high in sodium and in animal protein. Medications can also help reduce the formation of cystine stones in the kidneys. Learn more at cystinuria.org **#CystinuriaDay2021 #rarekidneystones and #rarediseaseawareness**

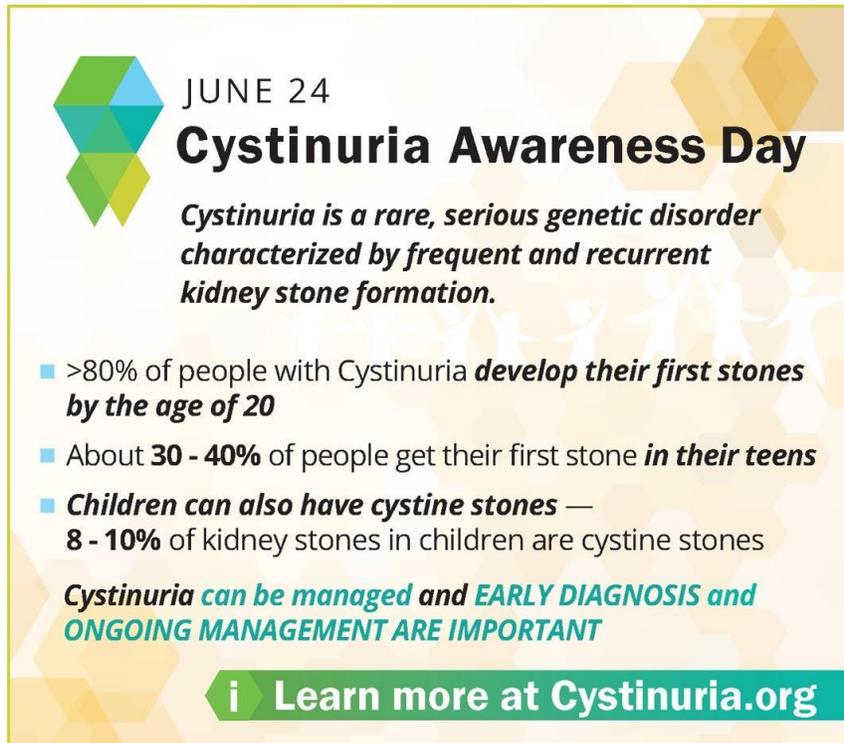


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**Cystinuria
Awareness Day**

Social Media Post Designs

Uploading Instructions:

To share the posts below on any social media platform, download the preferred image to an accessible folder on a computer or to the photos app on a phone. Go to the website/app of your choosing, and upload the image with any of the caption options above accompanied by the shareable tags: #CystinuriaDay2021 #rarekidneystones and #rarediseaseawareness

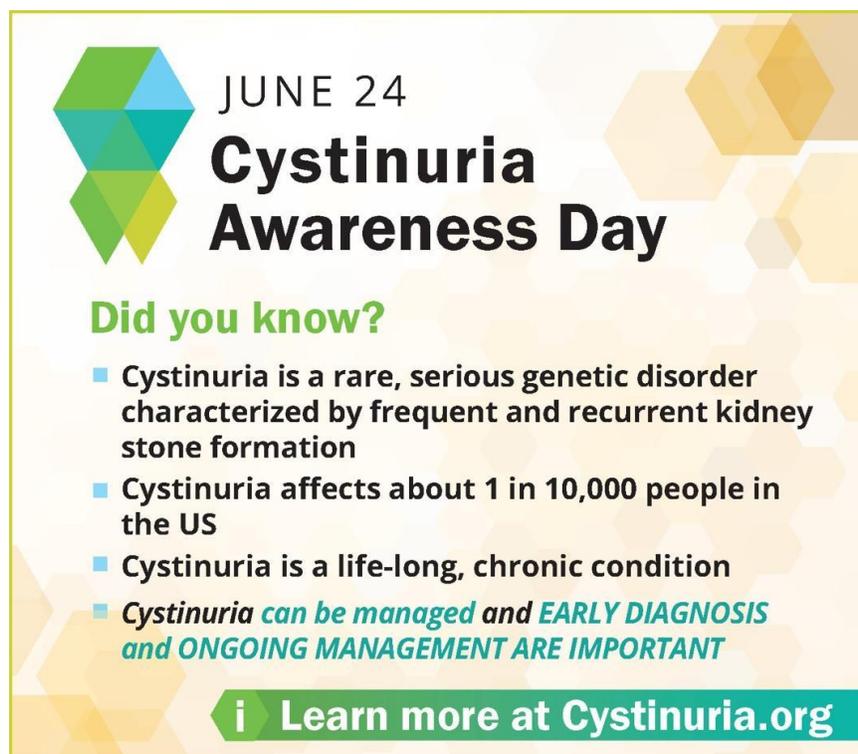


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Cystinuria is a rare, serious genetic disorder characterized by frequent and recurrent kidney stone formation.

- >80% of people with Cystinuria **develop their first stones by the age of 20**
- About **30 - 40%** of people get their first stone **in their teens**
- **Children can also have cystine stones** —
8 - 10% of kidney stones in children are cystine stones

*Cystinuria can be managed and **EARLY DIAGNOSIS and ONGOING MANAGEMENT ARE IMPORTANT***

i Learn more at Cystinuria.org



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Did you know?

- Cystinuria is a rare, serious genetic disorder characterized by frequent and recurrent kidney stone formation
- Cystinuria affects about **1 in 10,000** people in the US
- Cystinuria is a life-long, chronic condition
- *Cystinuria can be managed and **EARLY DIAGNOSIS and ONGOING MANAGEMENT ARE IMPORTANT***

i Learn more at Cystinuria.org

Social Media Frames & Filters

Uploading Instructions:

- **Facebook Profile Picture Frame** - To use any of these options as a frame for a profile picture, go to the Facebook website and find your personal profile page. Click on the camera icon in the bottom right-hand corner of your profile picture and select the 'add frame' option at the top right of the screen. In the search bar, type in "Cystinuria Awareness Day" and select the frame you would like to use in your profile picture. Click on the 'Use as Profile Picture' button and the filter will be applied to your profile.

- **Facebook Camera Filter** -
 - www.facebook.com/fbcameraeffects/tryit/297287671769703/ - click on this link to download the "light background" camera filter. This will send a notification to your personal facebook account. Click on the new notification and you will see the filter in the camera option on Facebook.

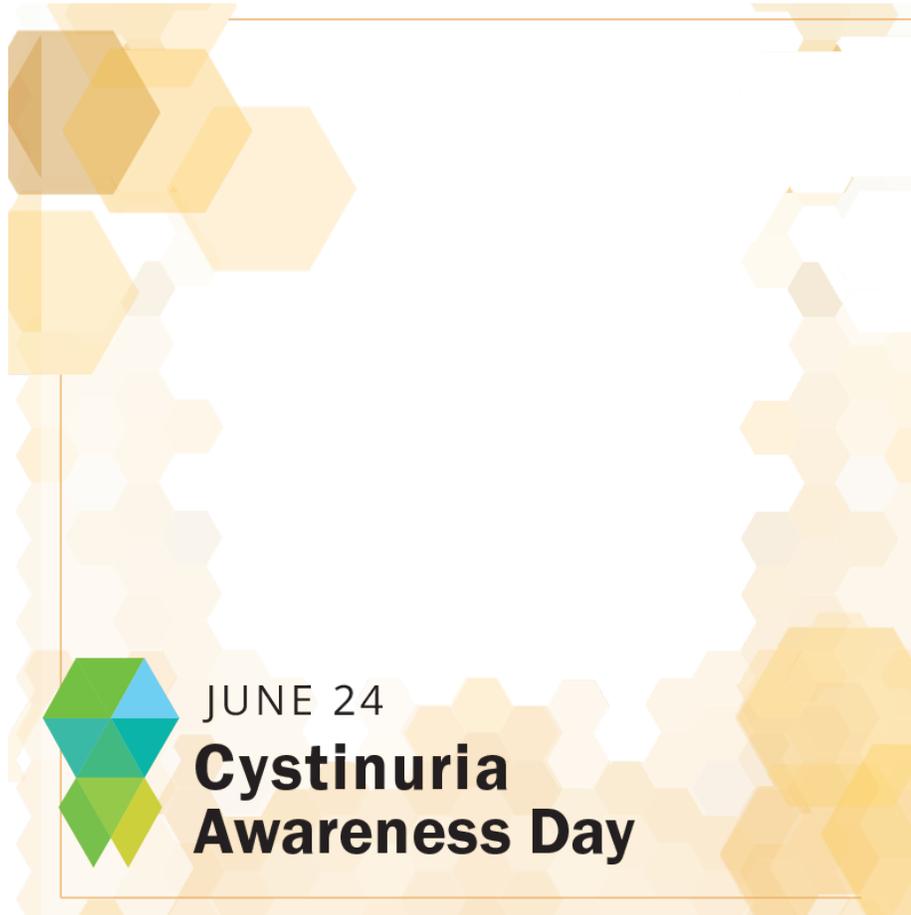
 - www.facebook.com/fbcameraeffects/tryit/816705515620415/ - click on this link to download the "dark background" camera filter. This will send a notification to your personal facebook account. Click on the new notification and you will see the filter in the camera option on Facebook.

- **Instagram Filter** - To use any of these options below as a filter on Instagram, open up the Instagram app and go to the home page. From there, click on the plus sign placed in the corner of your profile picture in the top left-hand side of the screen. You should see a row of filters at the bottom of the screen. Scroll all the way to the right until you see a magnifying glass symbol that says "browse effects." Once that button is clicked, go to the search button at the top right hand corner and type "Cystinuria Awareness". Select the filter that appears, take a photo, and upload it to your Instagram story for your followers to see.

Social Media Frame – On Dark Background



Social Media Frame – On Light Background



Social Media Frame – Circle



Zoom Backgrounds

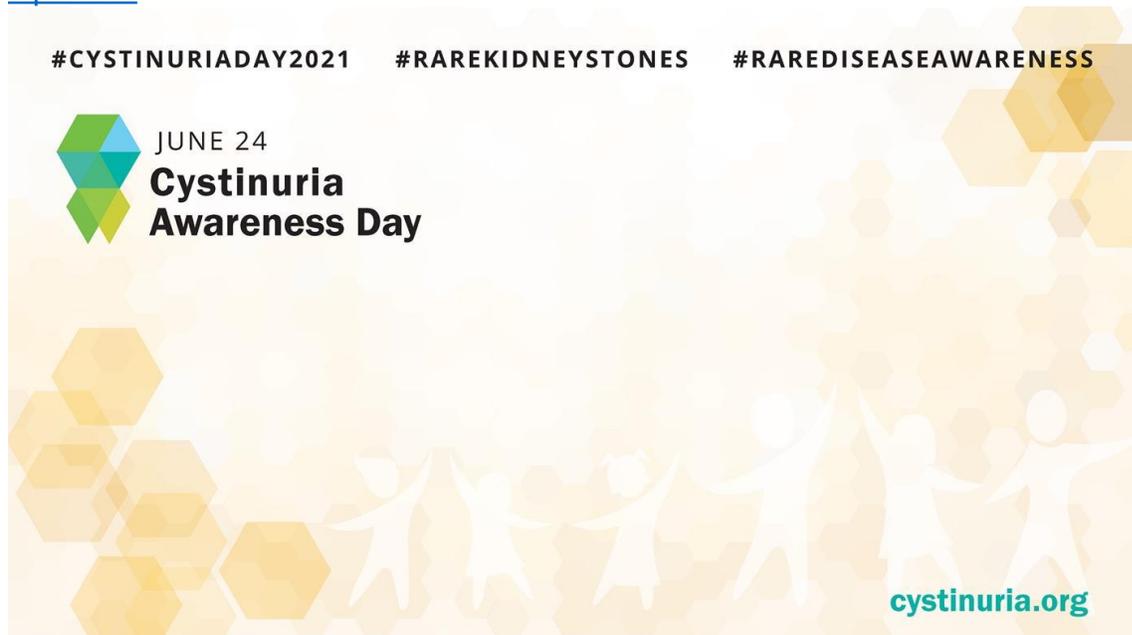
Uploading Instructions:

To upload either image below as a Zoom background, start by downloading one of the options to an accessible folder on a computer. Then open up the Zoom application and click on the setting button in the top right corner of the screen directly below your initials. Once you are in settings, select the Background & Filters button from the left-hand side of the screen. You should see a few options for a virtual background. For this banner to appear, click on the 'plus' button in the middle of the right-hand side of the screen. From there, you will be able to select either image option to successfully upload the Cystinuria Awareness Day Background image.

Option 1:



Option 2:



Facebook Cover Banner Image

Uploading Instructions:

To apply this banner image to a Facebook profile, simply download the image below and save it to an accessible folder on your computer or save it as an image on a phone. Go to the Facebook website/app and find your personal profile page. Once you click on your profile, find the camera icon at the bottom left corner of the cover banner. Select the second option, 'upload photo', and find the banner image previously downloaded. Once that image is selected, the banner should be uploaded to your profile representing the Cystinuria Awareness Day image.

