

Sample Social Media Posts

Facebook

- Primary immunodeficiency diseases (PI) are a group of more than 350 rare, chronic disorders in which part of the body's immune system is missing or functions improperly. While not contagious, these diseases are caused by hereditary or genetic defects. Some types affect a single part of the immune system; others may affect one or more components of the system. #piawareness #thinkzebra
- April is National Primary Immunodeficiency Awareness Month, and World PI Week is April 22-29. Help spread awareness about these rare, chronic diseases. #piawareness #worldpiweek
- THINK ZEBRA! In medical school, many doctors learn the saying, “when you hear hoof beats, think horses, not zebras,” and are taught to focus on the likeliest possibilities when making a diagnosis, not the unusual ones. However, sometimes physicians need to look for a zebra. Patients with primary immunodeficiency diseases are the zebras of the medical world. So the IDF says THINK ZEBRA! #thinkzebra #piawareness

Twitter

- It's National Primary Immunodeficiency Awareness Month! Help bring awareness to the PI community. #piawareness
- Did you know that there are more than 350 different types of primary immunodeficiency diseases? <http://bit.ly/1MHCL5c> #piawareness #thinkzebra
- Approx. 250K people in the U.S. are diagnosed with primary immunodeficiency. Thousands more go undetected #piawareness #primaryimmune
- #thinkzebra – Sometimes physicians need to go against the norm & look for a zebra, not a horse #piawareness #zebrastrong

Hashtags: #piawareness #thinkzebra #zebrastrong #primaryimmune #WPIW #WorldPIWeek #livingwithPI