

September is CMT Awareness Month

LEARN HOW TO NAVIGATE CMT



[Put Your Loved One on Our Sky Full of Shining Stars!]

Social Media Toolkit

Feel free to tag CMTA in your posts using the profiles below:

Facebook: @CMTAssociation

Twitter, Instagram, and TikTok: @CMTAUSA

LinkedIn: @CharcotMarieToothAssociation

Hashtags: #CMTAM23, #CMTAUSA, #CMTASTAR, #SeeCMT, #NavigatingCMT

Graphic design

CMTA has created a variety of social media images you may use to raise awareness and start conversations online. Please feel free to download and share the assets across your social media accounts. Visit <https://www.cmtausa.org/get-involved/cmt-awareness-month-2023/> to find the assets.

Helpful tips for social media

Attach an image to your post – Feel free to use one of the assets that we’ve provided or get creative! Have graphic fun with the theme, “Navigating CMT,” on your account and in your posts.

Engage with your followers – If you receive questions or comments about your posts, respond to them! Social media is all about the engagement between followers and having a conversation.

Tag your followers, and beyond – Are there contacts in your social network who you know would like to get involved with Rare Disease Day? Tag them in your posts and encourage them to participate. This includes public figures, leaders, celebrities and others who you may not know but think would be interested.

Include a call to action – Use clear wording in your posts, especially if there is something you’d like your followers to do (i.e. “Show your support! Wear blue and orange during September and post a pic with the tag #CMTAM23”).

Character Limits:

280 characters – is the character limit on Twitter

2,200 characters – is the character limit on Instagram

Facebook and LinkedIn do not have character limits, but shorter posts tend to be more effective.

[cmtausa.org](https://www.cmtausa.org)

Sample Posts

This September, join me and other CMT community members as we navigate a world with CMT! Charcot-Marie-Tooth disease (CMT) is a hereditary disease of the peripheral nerves that causes loss of sensation and function in areas of the body such as the hands, arms, legs, and feet. 🦶 Learn more at cmtausa.org
#CMTAM23 #CMTAwareness #1in2500

September is CMT Awareness Month! Did you know that 1 in 2,500 people live with Charcot-Marie-Tooth disease (CMT)? ❤️ CMT is a hereditary disease of the peripheral nerves that causes loss of sensation and function in areas of the body such as the hands, arms, legs, and feet. Learn more at cmtausa.org
#CMTAM23 #CMTAwareness #1in2500

3 million people worldwide live with Charcot-Marie-Tooth disease (CMT) - including me! 🌍 September is CMT Awareness Month, and I am going to share information with my friends and family about this peripheral neuropathy I live with. [Share details of your journey with CMT] Learn more at cmtausa.org
#CMTAM23 #CMTAwareness #1in2500

I am #1in2500. 💙 My name is [insert name] and I live with Charcot-Marie-Tooth disease (CMT). [Share details of your journey with CMT]. This month, join me as I spread awareness for this peripheral neuropathy. Learn more at cmtausa.org #CMTAM23 #CMTAwareness #1in2500

Sample Posts

Did you know that September is CMT Awareness Month? It's the perfect time to learn about Charcot-Marie-Tooth disease, a neurological disorder that affects the peripheral nerves. #CMTAwareness #LearnWithMe

Hi friends! I wanted to share a little about Charcot-Marie-Tooth disease (CMT) with you. It's a genetic disease that causes muscle weakness and atrophy in the arms, legs, and feet due to nerve damage. Learn more at cmtausa.org Let's raise awareness together! 🤝 #CMTAwareness #SpreadTheWord

Ever heard of Charcot-Marie-Tooth disease? It's a rare neurological disorder that impacts both kids and adults. The muscles in our limbs weaken over time due to demyelination and axon degeneration. Let's shed some light on this rare disease. #CMTAwareness #DidYouKnow

I'm sharing something close to my heart this CMT Awareness Month. Charcot-Marie-Tooth disease affects mobility and can lead to challenges with balance. Learning about CMT can foster awareness and better access to resources for people with neuromuscular diseases. #CMTAwareness #WalkInMyShoes

September is a special month for the CMT community. We're spreading awareness about Charcot-Marie-Tooth disease, which can impact fine motor skills and overall strength. Join me in learning more at cmtausa.org! 🧠🤝 #CMTAwareness #EducateYourself

Let's talk about CMT, a genetic disease that affects the nerves controlling our muscles. This can lead to difficulty with things like walking and fine motor tasks. Educating ourselves helps create a more inclusive world. #CMTAwareness #InclusionMatters

Curious about Charcot-Marie-Tooth disease? It's characterized by progressive muscle weakness, often starting in the feet and legs. By understanding CMT, we can support those living with it and raise awareness. #CMTAwareness #BeInformed

Sample Posts

Hey friends, I'm sharing a little about Charcot-Marie-Tooth disease during this awareness month. It's a genetic disease that affects the peripheral nerves, impacting muscle strength and coordination. Let's make a difference for the CMT community! #CMTAwareness

Have you heard of Charcot-Marie-Tooth disease? No, it's not a tooth disease. CMT can lead to muscle weakness and reduced sensation in the limbs. By learning more about CMT, we can break down misconceptions and promote understanding. 🌟 #CMTAwareness

September is all about CMT awareness, and I'm excited to share some facts with you. Let's spread knowledge and support! #CMTAwareness #SpreadAwareness

Hi everyone, I'm joining the CMT community in raising awareness this month. Charcot-Marie-Tooth disease impacts people differently, but one thing's for sure: together, we can create a more inclusive and empathetic society. 🌍 #CMTAwareness #TogetherStrong

Hey friends, let's talk about CMT! It's named after the three doctors who first identified it. This condition affects nerve signals, causing muscle weakness and impacting mobility. Let's learn together this #CMTAM23

Other Social Media Activities

In addition to sharing the suggested posts and graphic design elements on your social media channels, consider using social media in the following ways for Awareness Month:

Spread the Word – Share information about webinars, Walks, Cycles, and other in-person events to help spread the word and increase attendance.

Commit Your Feed – Devote your social media profiles to rare diseases during the month of September by committing to sharing a post about CMT every day. Whether it be your own post, photos from our graphic design elements on our website, or sharing news articles, your continuous posts will help to raise awareness for CMT.

Go Live! – Go live on Facebook, Instagram, TikTok, Twitch, or YouTube for a few minutes or more to share your personal CMT story. Going live is a popular way to get attention on Facebook as your friends will be notified when you do it. In order to be prepared before going live, you may want to plan out your talking points in advance.

Increase Engagement – CMTA will be posting about CMT Awareness Month frequently during September. Make those posts go further by not only sharing them, but tagging your friends and others. Here are some ways that you can help increase engagement on posts:

- Comment with what CMT subtype you have
- Comment and tag a friend and ask them to share the post to raise awareness
- Share the post and tag your favorite celebrity in the post to let them know about CMT Awareness Month
- Comment and tag your elected officials
- Share the post and tag 10 friends who may not know about CMT