



Accelerating Medicines Partnership® Autoimmune and Immune-Mediated Diseases Social Media Toolkit

Thank you for your partnership in the Accelerating Medicines Partnership® Autoimmune and Immune-Mediated Diseases (AMP® AIM) Program. This program aims to advance our understanding of key disease pathways using new tools to map in three dimensions how cell types, cell states, and cell-to-cell interactions network to cause inflammation, abnormal function, and tissue injury in rheumatoid arthritis, Sjögren’s disease, lupus, and psoriatic spectrum diseases.

The program will be publicly announced at 9 am ET on December 9, 2021. Please do not share content about the initiative on social media or other channels until that time.

This social media toolkit provides suggested pre-scripted social media posts that your organization can leverage as appropriate to promote the project announcement on Twitter, LinkedIn and Facebook. A social media graphic is also provided and sized for use on these channels.

Please follow the FNIH online on the following social channels and look for the promotion of AMP AIM. Feel free to share, like and comment on the posts.

- Twitter: @FNIH_Org
- Facebook: Facebook.com/FNIHorg
- LinkedIn: LinkedIn.com/company/foundation-for-the-national-institutes-of-health

SOCIAL MEDIA POSTS

The following social media posts feature recommended text, images and links to support the Accelerating Medicines Partnership® Autoimmune and Immune-Mediated Diseases program’s announcement. Please feel free to edit the language as appropriate.

Twitter

Note: These posts were developed to fit within the character limits set by Twitter. Changes to the text may increase the character count and prevent you from posting to Twitter. Note: Please tag the FNIH Twitter page (https://twitter.com/FNIH_Org) in the post text.

Twitter Copy	Link
<p>The Foundation for the National Institutes of Health @FNIH_Org announces a new partnership to investigate how immune system cells interact in tissue to drive inflammation and autoimmune diseases.</p> <p>Learn more: https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>	<p>https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>
<p>Autoimmune diseases affect over 25 million Americans. The @FNIH_Org Accelerating Medicines Partnership® Autoimmune and Immune-Mediated Diseases program aims to uncover the shared and unique mechanisms of these diseases and advance therapies.</p> <p>Learn more: https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>	<p>https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>
<p>The new @FNIH_Org Accelerating Medicines Partnership® Autoimmune and Immune-Mediated Diseases program aims to accelerate the discovery of disease mechanisms and generate new targets for drug development for autoimmune diseases.</p> <p>Learn more: https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>	<p>https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>

<p>The Accelerating Medicines Partnership® Autoimmune and Immune-Mediated Diseases program with @FNIH_Org brings together 17 partners to advance our understanding of key drivers of autoimmune diseases and speed drug development.</p> <p>Learn more: https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>	<p>https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>
<p>Our partnership with @FNIH_Org on the Accelerating Medicines Partnership® Autoimmune and Immune-Mediated Diseases program employs transformative disease deconstruction and reconstruction approaches to identify new targets for therapeutic development.</p> <p>Learn more: https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>	<p>https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>
<p>We are proud to partner with @FNIH_Org on the Accelerating Medicines Partnership® Autoimmune and Immune-Mediated Diseases program and advance options for those living with autoimmune diseases using innovative disease reconstruction approaches.</p> <p>Learn more: https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>	<p>https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>

Facebook

Note: Please tag the FNIH Facebook page (www.facebook.com/FNIHorg) in the post text.

Facebook Copy	Link
<p>Autoimmune diseases affect more than 25 million Americans and recent studies suggest that the prevalence and incidence of these diseases are increasing. Our partnership with the Foundation for the National Institutes of Health on the new Accelerating Medicines Partnership® Autoimmune and Immune-Mediated Diseases program aims to accelerate the discovery of new mechanisms of disease and generate new therapeutic targets, speeding the development of treatments for those living with autoimmune diseases.</p> <p>Learn more: https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>	<p>https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>
<p>We are proud to partner with the Foundation for the National Institutes of Health on the Accelerating Medicines Partnership® Autoimmune and Immune-Mediated Diseases program to spur the development of new therapies for the 25 million Americans living with autoimmune diseases. Through investigating the interaction of immune cells in tissue, the project aims to identify new therapeutic targets and ultimately enhance patient care.</p> <p>Learn more: https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>	<p>https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>
<p>The Foundation for the National Institutes of Health (FNIH) has announced the Accelerating Medicines Partnership® Autoimmune and Immune-Mediated Diseases program, an innovative initiative to investigate how immune system cells interact in tissue to drive inflammation and clinical autoimmune diseases. Through disease deconstruction and three-dimensional reconstruction approaches, the project will advance our understanding of key drivers of autoimmune diseases.</p> <p>Learn more: https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>	<p>https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>

LinkedIn

Note: Please tag the FNIH LinkedIn page (<https://www.linkedin.com/company/foundation-for-the-national-institutes-of-health/>) in the post text.

LinkedIn Copy	Link
<p>We are excited to partner with the Foundation for the National Institutes of Health (FNIH) on the Accelerating Medicines Partnership® Autoimmune and Immune-Mediated Diseases program. This initiative brings together 17 partner organizations to investigate shared and unique drivers of autoimmune diseases. By using novel disease reconstruction technologies, the program aims to understand how immune system cells interact in tissue to drive inflammation and clinical autoimmune diseases, ultimately facilitating the discovery of new therapeutic targets and accelerating drug development.</p> <p>Learn more: https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>	<p>https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>
<p>More than 25 million Americans live with autoimmune diseases, and recent studies suggest that the prevalence and incidence of these diseases is increasing. Our partnership with the Foundation for the National Institutes of Health on the new Accelerating Medicines Partnership® Autoimmune and Immune-Mediated Diseases program aims to advance our understanding of shared drivers of autoimmune diseases, and speed the development of therapies to enhance patient care.</p> <p>Learn more: https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>	<p>https://fnih.org/news/press-releases/fnih-announces-transformative-partnership-identify-and-map-key-biological</p>

SOCIAL MEDIA GRAPHICS

Please find the social media GIF and still images at: <https://fnih.org/programs/AMP/AIM-Social-Media-Toolkit>

You may also view the still images below.

Suggested Social Media Graphics



ACCELERATING MEDICINES PARTNERSHIP® AUTOIMMUNE AND IMMUNE-MEDIATED DISEASES

