Background
June 19th is officially designated as World Sickle Cell Awareness Day. As a part of the SiNERGe shine the light on sickle cell campaign we are asking the community to “mask up” for sickle cell. Individuals living with sickle cell disease are more susceptible to getting COVID-19, thus we are “masking up” to help protect them while spreading awareness and important information about sickle cell disease.

World Sickle Cell Day Hashtags
#WorldSickleCellDay #shinethelightonsicklecell #MaskUp4SickleCell
#UnveiltheFacts #BehindtheMask

Campaign #1: #MaskUp4SickleCell

How to Participate: Take a selfie wearing a mask (preferably red). Then, follow the steps below to share your photo on social media using the #MaskUp4SickleCell photo frame.
Create A Facebook Post with your #MaskUp4SickleCell Selfie:
1. Take a photo in your red face mask using Square size (or crop photo into a square)
2. Sign in to Facebook and go to Promote our SCD Campaign Page
3. In the **Text section**, type our suggested text:
   
   *In celebration of #WorldSickleCellDay, I wear a red mask to raise awareness for #SickleCell.*
4. Select the “Apply effect to the image” box
5. Click “Change Photo” and upload your masked photo *(For best results, use a square-sized Photo)*
6. Select “Post”

Update Your Facebook Profile Picture Frame with #MaskUp4SickleCell:
1. Go to [www.facebook.com/profilepicframes](http://www.facebook.com/profilepicframes)
2. Search **“World Sickle Cell Day 2020 #MaskUp4SickleCell”**
3. Select the Profile Picture Frame uploaded by Sick Cells
4. In the **“Add a Description”** section, type our suggested text:
   
   *In celebration of #WorldSickleCellDay, I wear a red mask to raise awareness for #SickleCell.*
5. Select “Use as Profile Picture”

**Campaign #2: #UnveiltheFacts**

#Unveilthefacts aims to dispel the misconceptions about SCD by sharing educational facts. By sharing these graphics, you can help break down stigmas and make our voices heard.

**How to Participate:** Share the following graphics and messages on your social media pages

**#UnveiltheFacts Fact #1: ALL Races**

**#UnveiltheFacts Fact #2: In Your Genes**

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**#UNVEILTHEFACTS**

Sickle cell disease affects **ALL** races.

It is a BLOOD disease, not a **Black** disease.

*#WorldSickleCellDay*

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**#UNVEILTHEFACTS**

Sickle cell is in your genes.

If you are not born with sickle cell disease, you can NEVER "catch" it.

*#WorldSickleCellDay*
Individuals with sickle cell disease are not drug addicts; they need pain relief.

#WorldSickleCellDay

Campaign #3: #BehindtheMask

The #BehindtheMask campaign shares the individual experiences of those living with SCD through authentic stories. The sickle cell patient experience is highly varied, and highlighting the personal stories of individuals, as well as their family and friends, will help grow understanding and awareness of this condition.

How to Participate: Use the #BehindtheMask Story Template to add to your Instagram and Facebook stories.
To Share Your #BehindtheMask Story to Instagram Story:

1. Using a mobile photo, screenshot the #BehindtheMask Story Template created by Sick Cells
2. Tap in the top left of your Instagram App or swipe right from anywhere in Feed.
3. Swipe up anywhere on the screen to choose the #BehindtheMask Story Template from your Camera Roll
4. Tap to add text to your templates. Fill in the blank spaces with your personal facts about sickle cell disease.
5. Tag a friend by typing "@ + their social media handle" in the nomination section.
6. When you’re ready to share, tap Your Story in the bottom left.

To Share Your Story to Facebook:

1. To share your story to Facebook, you'll need to link your Instagram account to Facebook.
2. Then once you create your Story on Instagram, tap Send to.
3. Below Your Story, tap Sharing Options.
4. Select Share to Facebook: Share Once.
5. Tap Share.

*Please also share the blank #BehindtheMask Story Template, in addition to your personalized story, so others in your network will be encouraged to share their own #BehindtheMask Story.
Questions? Sick Cells is here to help! Reach out to us at mjalowsky@sickcells.org.

Attachments: Campaign Graphics
A. #MaskUp4SickleCell Photo Frame
B. #UnveiltheFacts Fact #1: All Races
C. #UnveiltheFacts Fact #2: In Your Genes
D. #UnveiltheFacts Fact #3: Pain Relief
E. #UnveiltheFacts Fact #4: Get Tested for Trait
F. #BehindtheMask Story Template