**INHERITED RETINAL DISEASE AWARENESS MONTH SOCIAL MEDIA TOOLKIT**

Approximately 21,000 Canadians have an inherited retinal disease (IRD), a group of genetic conditions that can lead to vision loss or blindness. Help us raise awareness of IRDs by sharing posts on social media.

This toolkit includes both suggested posts (below) and images, [which you can find online here](https://www.fightingblindness.ca/social-media-toolkit/) or in the toolkit ZIP file. We’ve included both 1:1 aspect ratio images for Facebook, Instagram, X, and LinkedIn feeds, as well as longer image formats you can use in Facebook & Instagram stories.

Share your own posts or use the suggested posts below—be sure to add the hashtag #FBCIRDMonth to all your posts. Thank you for helping us spread the word about IRDs!

**Suggested Social Posts**

September is Inherited Retinal Disease (IRD) Awareness Month—learn more about this hereditary disease which affects approximately 21,000 Canadians. FightingBlindness.ca/IRDmonth #FBCIRDMonth

Approximately 21,000 Canadians have an inherited retinal disease. Learn more about IRDs. FightingBlindness.ca/IRDmonth #FBCIRDMonth

There are more than 20 different inherited retinal diseases affecting approximately 21,000 Canadians. It’s IRD Awareness Month—learn more at FightingBlindness.ca/IRDmonth #FBCIRDMonth

Inherited retinal diseases (IRDs) are hereditary, meaning a person is born with a specific genetic mutation that may cause vision loss or blindness at birth or later in life. It’s IRD Awareness Month. Learn more at FightingBlindness.ca/IRDmonth #FBCIRDMonth

There are more than 20 inherited retinal diseases, including retinitis pigmentosa, Stargardt disease, Usher syndrome, Leber congenital amaurosis. It’s IRD Awareness Month—learn more at FightingBlindness.ca/IRDmonth #FBCIRDMonth

There are 300 plus genes that cause inherited retinal diseases. It’s IRD Awareness Month—learn more at FightingBlindness.ca/IRDmonth #FBCIRDMonth