

CYSTIC FIBROSIS AWARENESS MONTH

Social Media

2025 TOOLKIT



CAMPAIGN

May is Cystic Fibrosis Awareness Month - a time to educate, advocate, and inspire change. With your support, we can raise awareness for the critical need for research, better therapies, and ultimately a cure. Join us to bring attention to CF - you can participate by sharing your story, joining the **Purple Power CF Awareness Challenge** or simply using our downloadable social media graphics and hashtags to amplify awareness all month long. Every share, conversation, and action *makes an impact!*

TAG US:



@CFRI.cureCF



@cfri.curecf



@CFRI_CureCF



@cfri.curecf



@cfri.curecf



@cfri.curecf.bsky.social



@CysticFibrosisResearchInstitute

HASHTAGS:

#CFAwarenessMonth

#CysticFibrosisAwarenessMonth

#CFRI

#CysticFibrosisResearchInstitute

*This toolkit contains some **SUGGESTED** images, caption messages & hashtags for you to use in your social media posts in May. Feel free to personalize your messaging accordingly to fit your individual voice.*

Special thanks to Vertex Pharmaceuticals and Viartis for supporting this campaign!

PURPLE POWER CF AWARENESS CHALLENGE

[FLYER: Print / Email]



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HASHTAGS:

#CFRIpurplepower

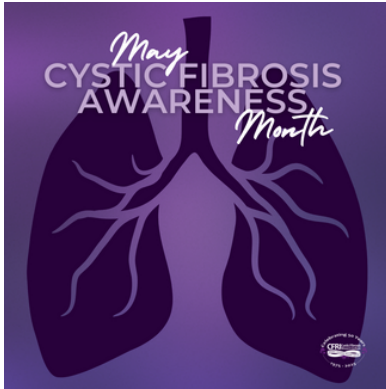
LINKS:

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<https://curecf.cfri.org/PurplePower>



SOCIAL POSTS



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May is #CFAwarenessMonth ♥

CF can affect people of every racial and ethnic group, yet misdiagnosis—especially in communities of color—can lead to worse outcomes. These lungs represent strength, resilience, and hope.

Your voice might help someone get the diagnosis they need.

👉 Learn more:

<https://www.cfri.org/cf-awareness-month/>



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Up for a challenge?

Wear purple. Post purple. Be purple. Take the #CFRIpurplepower CF Awareness Challenge and help turn social media purple for CF awareness and support vital research and programs.

👉 Join us or donate:

<https://curecf.cfri.org/PurplePower>



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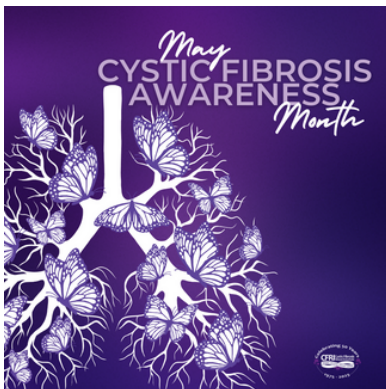
There's beauty in resilience.

Delicate, yet powerful—like every member of the CF community.

To improve outcomes for all, we must expand genetic testing, increase diversity in research, and ensure equitable access to care.

This May, join me in raising #CFAwarenessMonth and advocating for a future where no one is left behind. 👉 Learn more:

<https://www.cfri.org/cf-awareness-month/>



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Transformation begins with awareness.

May is #CFAwarenessMonth 🦋

Even with major advances, about 10% of the CF community still has no effective treatment.

Your voice can help push for better research and therapies—because no one should be left behind!

Let's spread awareness and transform lives. 👉 Learn more:

<https://www.cfri.org/cf-awareness-month/>



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65 Roses. One cause. Endless love.

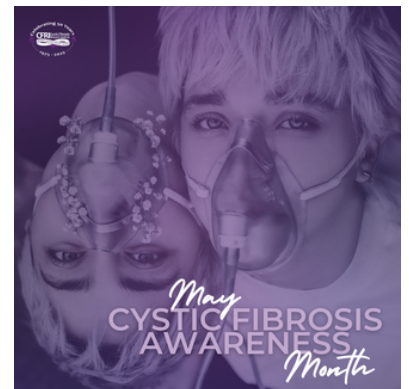


Each rose honors someone impacted by CF—fighters, caregivers, and families.

May is #CFAwarenessMonth. Share a rose, share the message.

👉 Learn more:

<https://www.cfri.org/cf-awareness-month/>



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CF is a part of the picture—but not the whole story.

Cystic Fibrosis is an invisible disease—what you don't see is the strength it takes to breathe. People with CF may appear healthy on the outside despite significant internal struggles. This #CFAwarenessMonth. Let's make the invisible visible. ♥

Join me in sharing this message. 👉

Learn more: <https://www.cfri.org/cf-awareness-month/>

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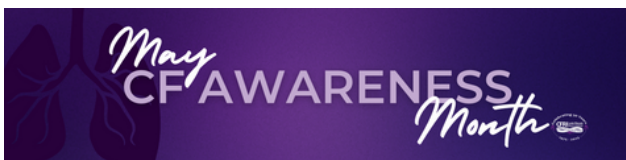


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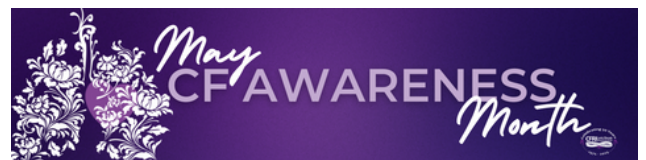


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