



SOCIAL MEDIA DAY OF ACTION TOOLKIT

JOIN US ON WEDNESDAY, JAN. 21, 2026

This toolkit is designed to help science society partners **amplify real stories from across the country**, from patients, families, and researchers, showing how federal investment in medical research saves lives, drives innovation, and sustains hope.

As Congress moves toward its next funding decision on Jan. 30, it's important to elevate the real experiences of patients, families, and researchers affected by NIH-funded medical research.

Members are **invited to share this content across their social media channels on Jan. 21**, using the sample posts and graphics provided, and directing audiences to read more stories on the [Americans for Medical Research website](#).

HOW TO PARTICIPATE

Partners can engage in whichever way works best for them:

- **Option 1:** Copy and post the sample content below with the corresponding graphic
- **Option 2:** Request a **collaboration post** with Research!America to expand its reach on [Instagram](#) or [Facebook](#)

WHAT ARE COLLABORATIVE POSTS?

Collaborate with Research America's Instagram account and Facebook account. Collaborative post feature allows accounts to co-author a single post. Each account appears as the post's creator, and the post appears simultaneously on each profile and in their followers' feeds. This feature enhances content visibility and engagement, making it an excellent tool for partnerships.

PROCESS FOR COLLABORATING WITH RESEARCH!AMERICA (OPTIONAL)

Members may choose to amplify any post from this toolkit through a collaboration post on Instagram and/or Facebook. Collaboration posts appear on both accounts, helping extend reach and visibility.

How the collaboration works:

- 1. Select a Post.** Choose any story-based post from this toolkit that aligns with your organization's priorities. Members may use the post as written or lightly edit the copy to match their voice.
- 2. Create the Post.** Publish the post on your organization's Instagram or Facebook account using the selected copy and accompanying graphic.

3. Request Collaboration. When publishing, send a collaboration invite to [@researchamerica_alliance](#) on Instagram or [@ResearchAmerica.org](#) on Facebook.

4. Collaboration Acceptance. Once accepted, the post will appear on both accounts, with shared attribution visible at the top of the post.

Optional Additional Amplification

Members may also choose to reshare or repost the content across other social platforms to further extend reach.

HOW TO USE THIS TOOLKIT
<ul style="list-style-type: none">● Copy, edit, and use the social media language on your desired platform.● Include real stories from your organization, quotes, or links to your own materials where appropriate.● Use hashtag #AmericansForMedicalResearch alongside your organization’s own branded tags to show solidarity.● Pair the posts with the graphics below.

SAMPLE STORY-BASED SOCIAL POSTS

Each post links directly to the full story and should be paired with its corresponding graphic.

Christopher Hunter—Kansas

Post Copy:

“Every breakthrough in my lab exists because of NIH funding.”

Christopher’s work is helping transform cancer from a crisis into a treatable disease, and families are counting on continued progress. **#AmericansForMedicalResearch**

CTA: Read real stories of Americans impacted by NIH-funded research:

<https://www.americansformedicalresearch.org/stories/christopher-hunter>



Mary Anne Meskis—North Carolina

Post Copy:

“My adult son needs 24-hour care. Medical research is what gives families like mine hope for a better future.”
— Mary Anne, NC

NIH-funded research is a lifeline for families navigating lifelong care needs. **#AmericansForMedicalResearch**

CTA: Read real stories of Americans impacted by NIH-funded research:

<https://www.americansformedicalresearch.org/stories/mary-anne-meskis>



Dr. Samir M. Parikh—Texas

Post Copy:

“NIH funding powers innovation — and trains the next generation of scientists. When funding stalls, progress does too.” — Dr. Parikh, TX

For millions living with chronic kidney disease, research is the path to better treatments and better outcomes. **#AmericansForMedicalResearch**

CTA: Read real stories of Americans impacted by NIH-funded research:

<https://www.americansformedicalresearch.org/stories/dr-samir-m-parikh>



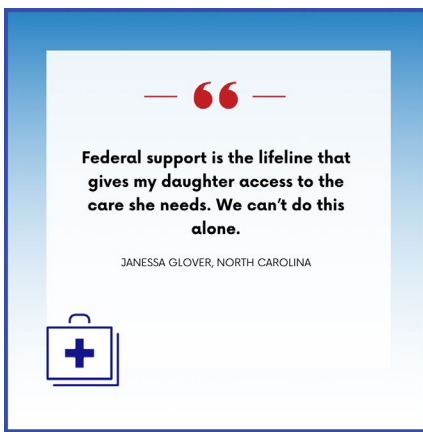
Janessa Glover—North Carolina

Post Copy:

“For my daughter, federal investments in research and care are the difference between stability and crisis. Families can’t do this alone.” — Janessa, NC

NIH-funded research supports therapies, medications, and the 24-hour care so many children rely on. **#AmericansForMedicalResearch**

CTA: Read real stories of Americans impacted by NIH-funded research: <https://www.americansformedicalresearch.org/stories/janessa-glover>



Uma Chatterjee—Wisconsin

Post Copy:

“Lifesaving treatments helped me move from debilitating mental illness to a career in neuroscience. Research gave me a chance to reclaim my life.” — Uma, WI

Medical research offers hope and often a second chance. **#AmericansForMedicalResearch**

CTA: Read real stories of Americans impacted by NIH-funded research <https://www.americansformedicalresearch.org/stories/uma-chatterjee>



Amanda Byerly—North Carolina

Post Copy:

“For my daughter Elin, federal vision research is the difference between a future defined by loss and one filled with possibility.” — Amanda, NC

NIH funding accelerates treatments and protects hope for families across the country.

#AmericansForMedicalResearch

CTA: Read real stories of Americans impacted by NIH-funded research

<https://www.americansformedicalresearch.org/stories/amanda-byerly>



Paula & Greg Hill—Kansas

Post Copy:

“When two of our children were diagnosed with a rare genetic condition, federal research gave us answers no one else could.” — The Hill Family, KS

NIH-funded research opens doors to diagnosis, treatment, and possibilities. **#AmericansForMedicalResearch**

CTA: Read real stories of Americans impacted by NIH-funded research

<https://www.americansformedicalresearch.org/stories/paula-and-greg-hill>



Anonymous—North Carolina

Post Copy:

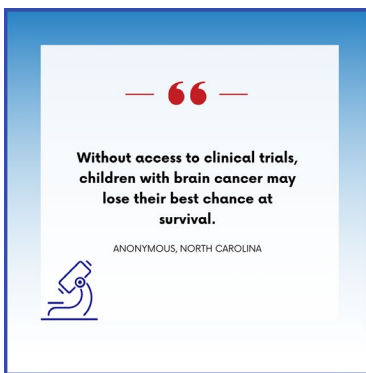
"I'm losing my job because of research budget cuts — but the real impact is on children with brain cancer who may lose access to clinical trials." — Research Staffer, NC

Cuts to medical research don't just affect scientists. They affect kids fighting for survival.

#AmericansForMedicalResearch

CTA: Read real stories of Americans impacted by NIH-funded research

<https://www.americansformedicalresearch.org/stories/anonymous>



Teri Jo Reichenbach

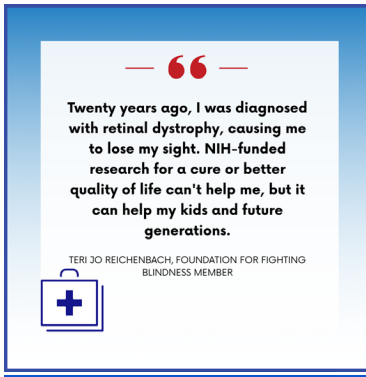
Post Copy:

"NIH-funded research might not restore my sight — but it can help my kids and future generations." — Teri Jo

Research today builds hope for tomorrow. **#AmericansForMedicalResearch**

CTA: Read real stories of Americans impacted by NIH-funded research

<https://www.americansformedicalresearch.org/stories/teri-jo>



Sara Bybee—Utah

Post Copy:

“As a researcher working with patients, I see every day how critical NIH-funded work is. Instability doesn’t just threaten timelines — it threatens lives.” — Sara, UT

Families deserve answers and breakthroughs, not uncertainty. **#AmericansForMedicalResearch**

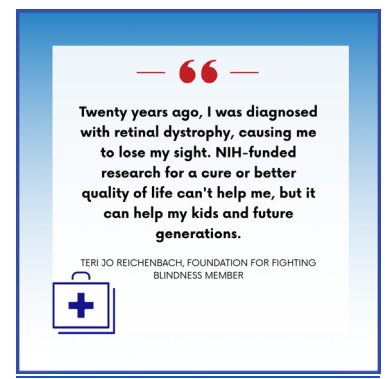
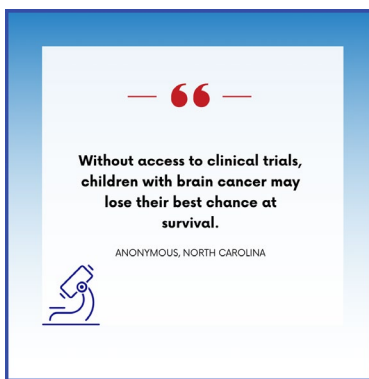
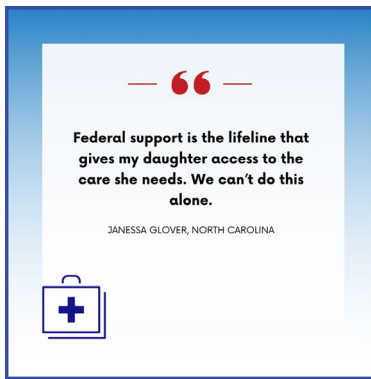
CTA: Read real stories of Americans impacted by NIH-funded research

<https://www.americansformedicalresearch.org/stories/sara-bybee>



SOCIAL MEDIA GRAPHICS

Posts with images, infographics, or videos get more shares and attention. Use the graphics below to pair with the corresponding post across X/Twitter, Instagram, LinkedIn, and Facebook. Click each graphic to download it individually.





**As an Assistant Professor
conducting health services
research with patients, I see daily
how critical this work is to
advancing breakthroughs and
supporting patients facing life-
threatening illnesses.**



SARA BYBEE, UTAH