



# SHINE A LIGHT ON MSA

Multiple System Atrophy Awareness Month

## Social Media Toolkit

Multiple system atrophy is a rare, neurodegenerative disease that affects the body's autonomic functions. Because it is rare, broad awareness is essential to advancing our mission of robust care and a relentless search for a cure. This March, we invite you to be the bridge to new audiences.

To support this effort, we've created a suite of digital tools designed to spark curiosity and educate those outside the MSA community. By sharing these resources, you help extend awareness even further and bring this information to those who may be encountering MSA for the first time.

### Social Media Profile Picture:



[Click Here to  
Download Option 1](#)



[Click Here to  
Download Option 2](#)

### Links to Mission MSA's Social Media Platforms



@mission.msa



@MissionMSAorg



@Mission MSA



@MissionMSA



## Social Media Toolkit

### Social Media Graphic: Option 1



[Download Square Graphic](#)  
[Download Vertical Graphic](#)

### Social Media Graphic: Option 2



[Download Square Graphic](#)  
[Download Vertical Graphic](#)

### Social Media Graphic: Option 3



[Download Square Graphic](#)  
[Download Vertical Graphic](#)

### Social Media Graphic: Option 4



[Download Square Graphic](#)  
[Download Vertical Graphic](#)



## Social Media Toolkit

### Social Media Graphics: Did You Know? MSA Facts

**Fact 1:** Multiple system atrophy (MSA) is a rare, progressive neurodegenerative disease that affects multiple systems of the body, including movement and autonomic functions.

[Download Square Graphic](#)

[Download Vertical Graphic](#)

**Fact 2:** Multiple system atrophy (MSA) affects approximately 5 out of every 100,000 people.

[Download Square Graphic](#)

[Download Vertical Graphic](#)

**Fact 3:** Multiple system atrophy (MSA) currently has no cure as treatment focuses on symptom management and quality of life.

[Download Square Graphic](#)

[Download Vertical Graphic](#)

**Fact 4:** Multiple system atrophy (MSA) falls into a family of diseases called synucleinopathies.

[Download Square Graphic](#)

[Download Vertical Graphic](#)

**Fact 5:** Multiple system atrophy (MSA) has two main types: MSA-P, which primarily affects movement and parkinsonia symptoms and MSA-C, which primarily affects balance and coordination.

[Download Square Graphic](#)

[Download Vertical Graphic](#)

**Fact 6:** Multiple system atrophy (MSA) can cause bladder problems. Bladder control is often an early symptom of MSA, with up to 96% of individuals experiencing urinary symptoms.

[Download Square Graphic](#)

[Download Vertical Graphic](#)

**Fact 7:** Multiple system atrophy (MSA) can affect thinking and emotions. As many as 75% of MSA patients may grapple with various cognitive issues, including difficulties with memory, attention, problem-solving, and emotional control.

[Download Square Graphic](#)

[Download Vertical Graphic](#)

**Fact 8:** Multiple system atrophy (MSA) was formerly called Shy-Drager syndrome.

[Download Square Graphic](#)

[Download Vertical Graphic](#)

**Fact 9:** Multiple system atrophy (MSA) typically begins between ages 40s and 60s, and it has not been found in patients under 30.

[Download Square Graphic](#)

[Download Vertical Graphic](#)

**Fact 10:** Multiple system atrophy (MSA) is currently believed to have little to no genetic evidence or proven environmental factors that cause it.

[Download Square Graphic](#)

[Download Vertical Graphic](#)

## Social Media Toolkit

### Suggested Social Media Captions

#### Option 1:

Rare diseases like multiple system atrophy (MSA) need broader awareness to drive meaningful change. Education opens doors to better care, stronger research, and progress toward a cure.

To learn more or make a donation, visit: [missionmsa.org/what-is-msa](https://missionmsa.org/what-is-msa)

#MSAAwarenessMonth #MissionMSA #RareDisease #ShineALightonMSA

#### Option 2:

Multiple system atrophy (MSA) is a rare, neurodegenerative disease that affects the body's involuntary functions. Because it's rare, awareness is vital to support progress for the MSA community.

To learn more or make a donation, visit: [missionmsa.org/what-is-msa](https://missionmsa.org/what-is-msa)

#MSAAwarenessMonth #MissionMSA #RareDisease #ShineALightonMSA

#### Option 3:

Multiple system atrophy is rare, progressive, and often misunderstood. There is currently no cure, but awareness fuels progress. I'm sharing this to help expand understanding beyond the MSA community and support the work of Mission MSA.

To learn more or make a donation, visit: [missionmsa.org/what-is-msa](https://missionmsa.org/what-is-msa)

#MSAAwarenessMonth #MissionMSA #RareDisease #ShineALightonMSA

**Thank you for shining a light on  
multiple system atrophy!**