

Press & Media Best Practices

A quick guide to help you represent RSRT and the Rett community with clarity, impact, and unity.

Why It Matters

Every media opportunity—whether it's a news segment, podcast, blog post, or social share—is a chance to raise awareness and drive support for RSRT and, by extension, help accelerate the search for Rett cures.

When we show up with a clear, united message, it strengthens the movement, builds trust, and increases impact. This ensures that your voice, your story, and your advocacy work as hard as you do.

Let Us Know Early - If you're participating in a media opportunity and decide to include RSRT, please [give us a heads up](#) so we can prepare to amplify when it airs and support you in any way possible!

Key Talking Point Suggestions

- Rett syndrome is caused by mutations in a single gene, MECP2.
- RSRT is the leading organization focused solely on finding cures by funding cutting-edge research.
- People can help drive progress by donating, fundraising, and spreading awareness.

Call to Action (CTA) Suggestions

Primary: "You can donate and learn more at [ReverseRett.org](#)."

Secondary: "Follow RSRT on Instagram and Facebook for updates"

Ambassadors/Event Chairs: "I volunteer with RSRT through their Ambassador program and help organize local events like Reverse Rett Philly to raise funds and awareness."

Social Media Tips

Hashtags - To increase visibility and help the Rett community find and share your story, use:
#RSRT #RettSyndrome #CureRett #ReverseRett

Bio - Consider adding "RSRT Ambassador" or a link to [ReverseRett.org](#) (or your crowdfunding page).

Tag RSRT directly: IG: @RSRTig | FB: @RettSyndromeResearchTrust | YT: @ReverseRett

Need the RSRT Logo?

You can download official RSRT logos and brand assets [here](#).