

Rare Disease Day 2025

#MySkinIsRare



Rare Disease Day is an opportunity for GlobalSkin and our RareDERM Community of over 153 patient organizations, spanning all 6 WHO regions, representing approximately 29 rare dermatological diseases to raise awareness of the burden of rare skin diseases worldwide.




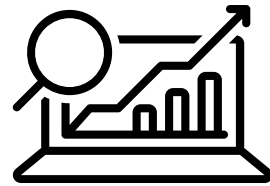
This year's campaign




GlobalSkin ran a paid Meta campaign to capture and connect with new audiences around the globe in support of Rare Disease Day. Here are the results of our reach:

 
4,471,472 Views
3,168,021 Reach

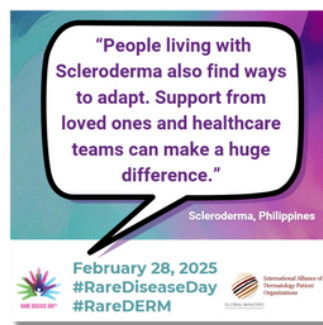
 **83K Ad Link Clicks**



22,500 Website Page Visits

 This year we had a **285%** increase of page visits from last year.

GlobalSkin asked Members to share their experiences living with a rare skin condition. These stories were features on social media & [our website](#).



We had a 42% increase in number of stories submitted.

Thank you to everyone who participated!

