

ELIMINATE HEPATITIS



I AM



World Hepatitis Day 2017

SOCIAL MEDIA TOOLKIT

www.worldhepatitisday.org

#ShowYourFace #NOhep #WorldHepatitisDay

World Hepatitis
Alliance



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Social media is an essential part of any awareness campaign

Why use social media?

Everyone can do it - You do not need technical expertise or a large budget to build your presence online and it will provide you with instant access to many of your members and stakeholders.

Tackling Stigma - It can be a big step for a patient to discuss their story in public, particularly with a stigmatised disease such as hepatitis. Social media offers the opportunity to contribute to campaigns and share stories which otherwise go undiscussed.

Quick - Your content is guaranteed to be published immediately. Social media allows you to respond to items that need urgent attention, such as major policy decisions or news announcements, inaccurate or inflammatory content and topical issues swiftly.

Longevity - Depending on where it is posted, content is likely to stay online for a long period of time, particularly if other users choose to re-post information after the initial publication.

World Hepatitis Day - we encourage you to support the social media campaign in the weeks leading up to WHD and beyond. In particular, we encourage members to utilise our selfie tool on www.worldhepatitisday.org/showyourface.

Social media activity is a great tool to ensure you are engaging with your members and start conversations around viral hepatitis and World Hepatitis Day.

Social media can effectively increase awareness of viral hepatitis and can be used to:

- Promote your WHD activities
- Raise your organisation's profile
- Encourage your members and the public to #ShowYourFace
- Bring advocates across the world together

Where to start?

Consider who you want to target and why - Social media is a great way to network. Consider whether you want to build relationships with government development agencies and NGOs; support fundraising activities; build press contacts; form partnerships with other patient organisations; or simply reach as many people as possible.

Think about what you want to talk about - Develop a list of key topics and themes that you want to encourage and enhance online discussions on. Refer back to this when you are looking to start a new conversation. Monitor these topics and engage with people on relevant posts.

What to post?

Here are some ideas as to the sort of content you can share around WHD:

- Share the WHD campaign materials such as the infographics
- Share the WHD posters or create your own on the WHD website
- Post key viral hepatitis statistics
- Promote your events, fundraisers and meetings
- Share or re-tweet other WHD posts
- Share your ShowYourFace photos, selfies or messages

Sample posts

Here are some sample social media posts to share on World Hepatitis Day:

- I AM helping to eliminate #hepatitis. Do your bit for #WorldHepatitisDay and #ShowYourFace
- Today is #WorldHepatitisDay! #ShowYourFace and help raise awareness of viral hepatitis
- Join the global effort on #WorldHepatitisDay and #ShowYourFace. Together we can eliminate hepatitis by 2030.
- We can eliminate #hepatitis by 2030. We're showing our face to make it happen #ShowYourFace

We have provided a list of generic message tweets which you may wish to update and localise.

- I AM...speaking out. Together we can eliminate #hepatitis. #ShowYourFace for WHD
- I AM...not taking chances. Together we can eliminate #hepatitis. #ShowYourFace for WHD www.worldhepatitisday.org
- I AM...making a difference. Together we can eliminate #hepatitis. #ShowYourFace for WHD www.worldhepatitisday.org
- I AM...aware. Together we can eliminate #hepatitis. #ShowYourFace for WHD www.worldhepatitisday.org
- I AM...saving lives. Together we can eliminate #hepatitis. #ShowYourFace for WHD www.worldhepatitisday.org
- I AM...still here. Together we can eliminate #hepatitis. #ShowYourFace for WHD www.worldhepatitisday.org
- I AM...cured. Together we can eliminate #hepatitis. #ShowYourFace for WHD www.worldhepatitisday.org

Each social media channels is slightly different. Here are some top tips for using key platforms for World Hepatitis Day.

Facebook

Facebook can be very useful in raising awareness, inviting people to events and sharing visual content.

Top tips:

- Although there is no character limit, keep your posts short
- Include images and videos as much as possible. Photos, infographics and videos are great content to share
- Create an event and invite people to your activities
- Create photo albums from your activities and if possible tag people who attended
- Schedule posts in advance to save time
- Update your profile picture and cover photo with the WHD creative images

Twitter

Twitter is a great platform to start conversations online and increase visibility. Using Twitter successfully can mean your message is seen by hundreds, thousands or even millions of people.

Top tips:

- Tweets are limited to 140 characters so keep your posts short and to the point
- Use hashtags e.g. #ShowYourFace
- It's good to always share a web link in your posts, use a free link-shortening service such as bitly.com
- Follow other organisations or individuals who are posting about similar topics. Engage with them by mentioning them in your posts. Don't forget to include their Twitter handles
- Keep on top of the conversation by following key topic hashtags and retweet and respond to others' posts in real time
- Consider creating a content calendar and scheduling proactive posts in advance to save time

Instagram

Top tips:

- Instagram is all about images so get your photographers hat on and get snapping!
- Instagram loves people! The Show Your Face campaign is perfect for Instagram so take lots of selfies or photos of your friends and share on Instagram – remember to use the hashtag
- You can use as many hashtags as you like on Instagram – the more the better. Take a look at our suggestions below

What to follow?

Hashtags

People use the hashtag symbol (#) before relevant keywords or phrases e.g. #hepatitis to categorise social posts and give them prominence in Twitter & Facebook searches.

They are really useful to signpost to other content as they automatically become links, so that when a user clicks on them, they can see all other Tweets or Facebook posts marked with that keyword. You can use them anywhere in your posts, either as part of a sentence or at the end of your post.

Example hashtags you can use for WHD are:

- #WorldHepatitisDay
- #ShowYourFace
- #WHD2017
- #NOhep
- #Hepatitis
- #EliminateHepatitis

Use it when you tweet about hepatitis so your tweet gains maximum visibility and can be seen and/or retweeted by other supporters and the @Hep_Alliance. Using the hashtag will help grow the movement and increase all of our influence.

Users

Start to build a community by following those you want to reach. This could be other organisations working in the field, governments, medical professionals or patients. When you see others post something relevant, share or comment on the post to start conversations.

Facebook:

- www.facebook.com/worldhepatitisalliance
- www.facebook.com/worldhepatitisday
- www.facebook.com/NOhepmovement

Twitter:

- @Hep_Alliance
- @NO_hep

Instagram:

- @WorldHepatitisAlliance
- @NO_hep

YouTube:

- World Hepatitis Day: <https://www.youtube.com/user/worldhepday>
- NOhep: www.youtube.com/channel/UCCMkGCiS6xEqCumQTHWgmK

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#ShowYourFace

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#WorldHepatitisDay

We hope that you find the guidance and the template materials in this toolkit useful. We look forward to working with you in the lead-up to WHD. If you have any questions, please do not hesitate to contact us:

contact@worldhepatitisalliance.org

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