

## PATH's Global Digital Health Forum Social Media Toolkit

We are gearing up for the 3rd [Global Digital Health Forum](#) this week! PATH's [Digital Health Solutions](#), [BID Initiative](#), and [MACEPA](#) teams will present on a number of innovative and interesting topics.

We have created this social media toolkit to disseminate key messages and discussions stemming from the event and share key trends and innovations related to digital health. Please find below - details, relevant links, and social media content to share on your channels as applicable.

Thanks in advance for your support! Please don't hesitate to reach out with any questions.

Dates: December 13<sup>th</sup> – 14<sup>th</sup>

Blog URL: <http://bit.ly/PATHGDHF>

Event Info URL: <http://bit.ly/2gGPvPr>

Hashtag: #GDHF2016

Facebook: [PATH](#), [BID Initiative](#), [MACEPA](#) | Twitter: [PATH](#), [BID Initiative](#), [MACEPA](#)

### Social Media Sharing

Retweet the [BID Initiative](#) and/or share sample content below. Find social media graphics [here](#).

#### Facebook

- *PATH is unleashing digital health to save lives through innovations such as the BID Initiative's electronic immunization registry and MACEPA's data visualization coupled with data use practices. #GDHF2016 <http://bit.ly/PATHGDHF> [download blog image]*
- *Better use of better data improves health care at every level. #Digitalhealth tools and practices are most successful when collaborative and based on user-centered design. <http://bit.ly/2qMX4Vj> #GDHF2016 #DigitalPrinciples via @PATH. [download data use image]*

#### Twitter

- *Unleashing #digitalhealth to save lives through innovation & data use. #GDHF2016 @PATHtweets @BIDInitiative <http://bit.ly/PATHGDHF> [download blog image]*
- *Learn how @PATHtweets is catalyzing change in healthcare delivery thru #digitalhealth at the #GDHF2016. <http://bit.ly/2gGPvPr>*
- *.@PATHtweets & @BIDInitiative create a demand for data thru user-centered design. #GDHF2016 <http://bit.ly/2qMX4Vj> [download data use image]*
- *.@PATHtweets @BIDInitiative designs electronic immunization registry so all kids get life-saving vaccines #GDHF2016 <http://bit.ly/2qQqvop> [download registry image]*
- *Health workers use @WhatsApp to help learn & adopt new #digitalhealth tools @PATHtweets @BIDInitiative #GDHF2016 <http://bit.ly/2qcDC3v> [download mobile image]*
- *Projecting Health empowers communities to use digital media to share health education messages @PATHtweets #GDHF2016 <http://bit.ly/2qKVXIt> [download PH image]*
- *Mapping a data use culture: Better use of better data to improve health care outcomes. #GDHF2016 <http://bit.ly/2qWyMdG> @PATHtweets [download DUP image]*
- *Mapping and data visualization help eliminate the spread of malaria in Zambia #GDHF2016 #VisualizeNoMalaria @MACEPA <http://bit.ly/2h8QvLZ> [download MACEPA image]*