

Social Media Toolkit

2nd Global Forum on **CHILDHOOD PNEUMONIA**



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FORUM WEBSITE:

<https://stoppneumonia.org/latest/global-forum-2023/>



BURKINA FASO



INDIA



GUINEA



PERU

PLEASE DOWNLOAD FORUM COUNTRY IMAGES AND THE HERO IMAGE FROM THIS FOLDER IN THE MAIN GOOGLE DRIVE:

https://drive.google.com/drive/folders/1RTTbTg4Fr2iRn_2Ale7CiX1z5E_0yGUK?usp=sharing

ALL IMAGES ARE WATERMARKED WITH THE CREDIT INFO BUT IF YOU HAVE SPACE TO SHARE MORE INFO YOU CAN DOWNLOAD THE TXT. FILES SAVED WITH THE PHOTOS TO ACCESS MORE DETAILS.

Forum Images

Other Imagery

YOU ARE WELCOME TO USE OTHER IMAGERY AND ENCOURAGED TO USE PHOTOS TAKEN DURING THE FORUM ON YOUR SOCIAL MEDIA CHANNELS.

WE APPRECIATE ALL PARTNERS HAVE THEIR OWN VISUAL GUIDELINES AND IMAGES, HOWEVER WE ASK THAT YOU FOLLOW THE FOLLOWING GUIDANCE...

DO

- USE IMAGES TAKEN IN A CLINICAL ENVIRONMENT
- USE IMAGES DEPICTING CHILDREN BEING CARED FOR BY HEALTH WORKERS
- USE IMAGES WHERE PARENTS AND CARERS ARE PRESENT WITH CHILDREN AS THEY ARE RECEIVING CARE

DO NOT

- USE POOR QUALITY IMAGES
- USE IMAGES WITH CHILDREN WHO ARE ACUTELY UNWELL
- USE IMAGES THAT PUT CHILDREN AT RISK
- USE IMAGES WHERE THE CONTENT HAS BEEN MANIPULATED

Forum Photography

YOU WILL BE ABLE TO DOWNLOAD
PHOTOS TAKEN BY OUR FORUM
PHOTOGRAPHERS FROM THIS FOLDER
IN THE GOOGLE DRIVE.

<https://drive.google.com/drive/folders/1xPK1As2m9QJmKh4Ksb-uNNAOa9rkYMnL?usp=sharing>

PHOTOS WILL BE UPLOADED AT LUNCH
AND AT THE END OF EVERY DAY.

Opening Video

ONCE THE OPENING VIDEO HAS BEEN PLAYED AT THE FORUM YOU WILL BE ABLE TO DOWNLOAD AND SHARE IT FROM THIS FOLDER IN THE GOOGLE DRIVE.

<https://drive.google.com/drive/folders/1cQA8Fo5rIPWQ9CXexyDBEWLB2U0QNdry?usp=sharing>

Forum Logo

YOU CAN DOWNLOAD THE
FORUM LOGO HERE:

<https://drive.google.com/drive/folders/18ltYZYm9CAOdWcyxrh8lk5GV2mKszx-Z?usp=sharing>

2nd Global Forum on
**CHILDHOOD
PNEUMONIA**

Partner Logo Use



THIS IMAGE WITH ALL LOGOS SHOULD BE USED IF WANTING TO REFER TO PARTNERS. YOU CAN DOWNLOAD IT FROM THIS FOLDER:

https://drive.google.com/file/d/1arohssgk-dxu_ughvzldljikm8_ztkbl/view?usp=share_link

Hashtags

PRIMARY

#StopPneumonia

This hashtag is used globally by multiple forum partners when tweeting about Pneumonia and it is used widely at key moments, including World Pneumonia Day.

Forum organisers encourage all tweeting at and around the Second Global Pneumonia Forum to use this hashtag

SECONDARY

#FightingForBreath

This hashtag is a update on the one used at the 2020 Forum (#FightingForBreath) and helps link the two events as well as the fact that we still have a significant way to go in ending childhood Pneumonia.

#EveryBreathCounts

This hashtag has been uniting the pneumonia community for years and was also used at the first forum.

#WorldImmunizationWeek

To link to the wider context in which the event is taking place.

#ChildSurvivalAction

To link to the wider child survival agenda.

Existing Graphics

TO HELP DIRECT TRAFFIC TO THE CHILD HEALTH SPOTLIGHTS PLEASE USE THE GRAPHICS SAVED HERE:

<https://drive.google.com/drive/folders/1ocWBUbmfZ6XGkyxgbLoAp8oYEHxmTLuQ?usp=sharing>

SPOTLIGHTS ARE ALL HERE:

<https://childhealthspotlights.org/>



To end preventable child deaths from pneumonia, all children need:

- 1. EQUITABLE ACCESS TO IMMUNIZATION**
- 2. PREVENTION AND TREATMENT OF WASTING**
- 3. QUALITY PRIMARY HEALTHCARE FOR EVERY CHILD**

Find out more in the Child Health Spotlights.

Commitment Graphics

FOR EACH COUNTRY THERE WILL BE COMMITMENT GRAPHICS CARD.

DOWNLOAD ALL GRAPHICS CARDS FROM THE MAIN GOOGLE DRIVE (AVAILABLE ON DAY 2):

https://drive.google.com/drive/folders/1XHvPGn8Exd-b_BHHkP86BA5CdsevKyhB?usp=share_link



EXAMPLE FOR ILLUSTRATIVE PURPOSES ONLY

Suggested Tweets – To be used anytime (pre, during and post Forum)

- The Second Global Pneumonia Forum is taking place this week in Madrid. Together with partners I'm here to help #StopPneumonia
- This week I'm in Madrid attending the Second Global Pneumonia Forum - a seminal opportunity to foster new commitments which help ensure the world sees a decrease in childhood pneumonia deaths and secures progress towards the child survival agenda.
- Pneumonia remains the leading cause of child deaths. Every day, at least one child dies every 45 seconds from pneumonia. Almost all of these deaths are preventable. #StopPneumonia
- Through equitable access to immunization, prevention and treatment of wasting, and quality primary healthcare for every child, we can #StopPneumonia and help all children #FightingForBreath

HASHTAG REMINDER

#StopPneumonia

#FightingForBreath

#EveryBreathCounts

#WorldImmunizationWeek

#ChildSurvivalAction

Social Profiles And Handles - Partners

Partner	Twitter	Handle
“Ia Caxia Foundation”	https://twitter.com/FundlaCaixa	@FundlaCaixa
Bill and Melinda Gates Foundation	https://twitter.com/gatesfoundation	@GatesFoundation
UNICEF	https://twitter.com/UNICEF	@UNICEF
Every Breath Counts	https://twitter.com/Stop_Pneumonia	@Stop_Pneumonia
Save the Children	https://twitter.com/save_children	@Save_Children
Gavi	https://twitter.com/gavi	@Gavi
Unitaid	https://twitter.com/UNITAID	@UNITAID
IS Global	https://twitter.com/ISGLOBALorg	@ISGLOBALorg
USAID	https://twitter.com/USAID	@USAID
PATH	https://twitter.com/PATHtweets	@PATHtweets
Child Health Task Force		
CHAI	https://twitter.com/CHAI_Health	@CHAI_Health

Social Profiles And Handles - Governments

Governments - MOH	Twitter	Handle
Nigeria	https://twitter.com/Fmohnigeria	@FMOHNigeria
Guinea		
South Sudan	https://twitter.com/MoHsouthsudan	@MoHSouthSudan
Chad		
Somalia	https://twitter.com/MoH_Somalia	@MoH_Somalia
Sierra Leone		
Mali		
Burkina Faso		
Ethiopia	https://twitter.com/FMoHealth	@FMoHealth
Mozambique		
DRC		
Indonesia		
India	https://twitter.com/MoHFW_INDIA	@MoHFW_INDIA
Peru	https://twitter.com/Minsa_Peru	@Minsa_Peru

Closing Video

CLOSING VIDEO WILL BE AVAILABLE
HERE ON DAY 2:

https://drive.google.com/drive/folders/1DkaOWctHUgOaHt6yf0TWrvjQU-k-MdVa?usp=share_link

Post Event Video

THE POST EVENT VIDEO WILL BE
AVAILABLE HERE IN THE WEEKS
FOLLOWING THE EVENT:

[https://drive.google.com/drive/folders/1lrKHe
d2M6Klws4sNCC-IsJhy87asQpTX?usp=share_link](https://drive.google.com/drive/folders/1lrKHe
d2M6Klws4sNCC-IsJhy87asQpTX?usp=share_link)