



2021 Social Media Toolkit

World Kidney Day
is a joint initiative of



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ABOUT THIS TOOLKIT

The World Kidney Day (WKD) team recognizes that the Covid-19 pandemic is presenting WKD's supporters and champions around the world with a unique set of opportunities and challenges. Moreover, the public health situation is both extremely fluid and varies greatly from place to place, and the way in which you choose to celebrate WKD 2021 may differ according to the framework set by local public health guidance.

One safe and appropriate way to conduct your awareness activities is to take them online!

This social media toolkit contains information and resources to push out and amplify your social media campaign to raise awareness about kidney health and spread the World Kidney Day messages. It provides a starting point and ideas on how to create your own social media campaign including visuals and wording that you can use for your social media posts. Finally, it presents more advanced social media tools you can make use of such as Twitter chats or Instagram or Facebook Stories.

WORLD KIDNEY DAY THEME 2021

World Kidney Day 2021 is all about "Living Well with Kidney Disease". The objective is to increase education and awareness about effective symptom management and patient empowerment, with the ultimate goal of encouraging meaningful participation in every-day life. Whilst effective measures to prevent kidney disease and its progression are important, patients with kidney disease – including those who depend on dialysis and transplantation – and their care-partners should also feel supported, especially during pandemics and other challenging periods, by the concerted efforts of kidney care communities.

WKD calls for the inclusion of life participation as a key focus in the care of patients with CKD and as a building block towards delivering the ultimate goal of living well with kidney disease.



JOIN THE WKD CONVERSATION AND COMMUNITY BY USING HASHTAGS AND TAGS

Our channels aim to raise awareness of the importance of our kidneys to our overall health and to reduce the frequency and impact of kidney disease and its associated health problems worldwide. Content on WKD channels is shared with the general public, health care professionals and patients throughout the campaign's year. Leading up to and on 11 March 2021, content will be shared at an even higher rate to create momentum.

Participating Handles

- Facebook - [@worldkidneyday](https://www.facebook.com/worldkidneyday)
- Twitter - [@worldkidneyday](https://twitter.com/worldkidneyday)
- Instagram - [@worldkidney_day](https://www.instagram.com/worldkidney_day)
- LinkedIn - [@worldkidneyday](https://www.linkedin.com/company/worldkidneyday)

WKD social media channels main actions are to:

- Empower people to live well with kidney disease
- Direct people to the WKD website to learn more about kidney disease
- Promote #WorldKidneyDay
- Encourage people to share their WKD activities on our map
- Encourage people to share WKD social media content and help us raise awareness about kidney disease

By following the content on our channels, you make sure to receive all updates as well as inspiration for your own content.

Tagging our profiles (“@”) in your social media content will instantly notify us of your mention. Thus, making it easier for us to discover your content and to engage with you.

Hashtags

By following and using the #worldkidneyday hashtag, you become part of the conversation, can follow the campaign process and can spread your own content to a wider audience.



Your social media campaign

Preparation

1



Mark your calendar and prepare your post and visual in advance to be ready on 11 March 2021!

2

**LIVING WELL
WITH
KIDNEY DISEASE**

Learn about the 2021 WKD theme to inform your messaging

3



Inform yourself and others about kidney disease on www.worldkidneyday.org under the Kidney Facts menu tab

Creation

4



Follow WKD handles and hashtags and share our posts on the day to increase your exposure and amplify the reach of the messaging

5



Use our pre-prepared posts or create your own visual using graphic tools (e.g. canva, photoshop, word)

6



Encourage your audience to engage ("comment, like, share") with your post

8



Don't forget to tag **#WorldKidneyDay** and mention **@WKD** channels

7



Mention celebrities or your local policy makers using "@" (add "." Before if you start with a tag)

9



Add 1-2 more hashtags: e.g. **#CKD**, **#Kidney**, **#KidneyDisease**, **#KidneyHealth**, **#Nephrology**, etc.

10

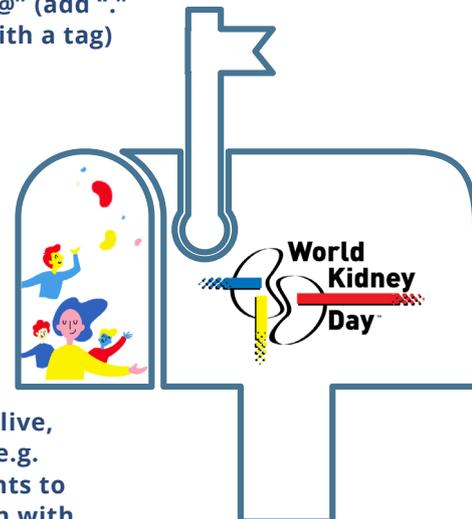


Organize yourself by scheduling posts in advance using the publisher function in your social media channels (**Facebook**, **Twitter**) or use publisher tools (e.g. Hootsuite or Later)

11



Once your content is live, monitor your posts e.g. mentions and comments to join into a conversation with the community



LOOKING FOR THE RIGHT WORDS? USE THESE PRE-PREPARED POSTS

If you need inspiration for your social media post, you can find below already made posts that you can reuse and share on your social media channels. Don't forget to use #WorldKidneyDay!

World Kidney Day

- Mark your calendar - March 11 is #WorldKidneyDay!
- To learn about Kidney Disease and the campaign, visit: www.worldkidneyday.org
- 10% of the population worldwide is affected by chronic kidney disease #CKD #WorldKidneyDay
- Today is #WorldKidneyDay, your kidneys are vital! Take time to learn more about their function!
- I support #WorldKidneyDay and efforts to raise #awareness of kidney disease!

Kidney health for Everyone, Everywhere - Living Well with Kidney Disease

- Over 2 million people worldwide receive treatment with #Dialysis or a #KidneyTransplant. Many more would require #Treatment but do not receive it! #WorldKidneyDay
- The current management and treatment of #kidneydisease is guided by concerns over longevity through preserving, restoring or replacing #kidneyfunction and delivering relief from #kidneyfailure. More regard for patients overall well-being is needed. #WorldKidneyDay
- #CKD, its #symptoms and #treatment, including #medications, #food and #water restrictions, and #kidneytransplantation can affect, disrupt and limit the daily life and quality of life of patients and their families. Their wellbeing needs to be better accounted for in routine care. #WorldKidneyDay
- For patients to live well with #kidneydisease, it is vital to prevent or treat, as early as possible, the symptoms, side effects and psychological, social and spiritual problems related to kidney disease or its treatment. #WorldKidneyDay
- People living with #kidneydisease want to be able to live well, maintain an active social life, and have a sense of control over their #health and #well-being! #WorldKidneyDay
- #DidYouKnow that adequate symptom management of CKD may lead to improved clinical results, including patient survival. #WorldKidneyDay
- Both #kidneydisease patients and their care-partners deserve to feel supported by the efforts of kidney care communities around the world so that they can #livelong and prosper with less suffering. #WorldKidneyDay
- Increased #education and #awareness of both symptom management and #patientempowerment is needed to support and encourage patients to live well with #kidneydisease. #WorldKidneyDay
- WorldKidneyDay calls on everyone to advocate for concrete measures in every country to promote and empower patients living with #KidneyDisease!
- Help raise awareness and empower people living with kidney disease! #WorldKidneyDay



Support kidney health via social media sharing our social media cards and using #worldkidneyday.

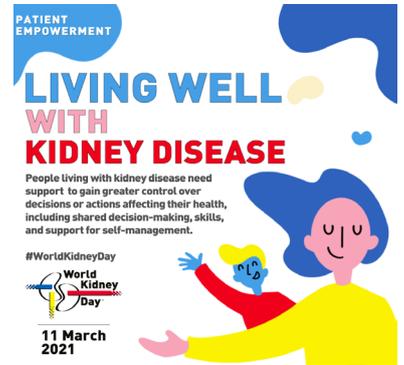
[Facebook / IG post](#)
[Twitter / LinkedIn post](#)



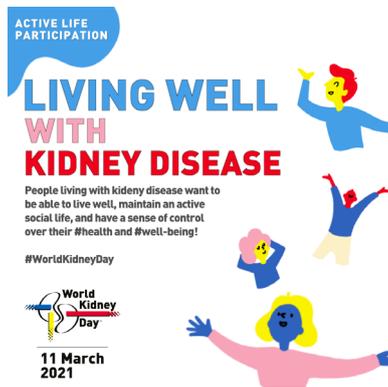
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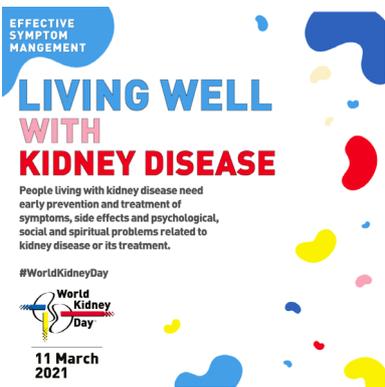


Photo filter
[Facebook/Instagram post](#)
[Twitter/ LinkedIn post](#)



Use our logo, 2021 campaign visuals, posters, or our bookmark to make your social media visual more attractive and your messaging more appealing. You can download them [here](#).

Support kidney health by adding a banner to your website or special media profile. Click the images below to download and share our social media cards.

[Website](#)
[Facebook](#)
[Twitter](#)
[LinkedIn](#)



[Website](#)
[Facebook](#)
[Twitter](#)
[LinkedIn](#)



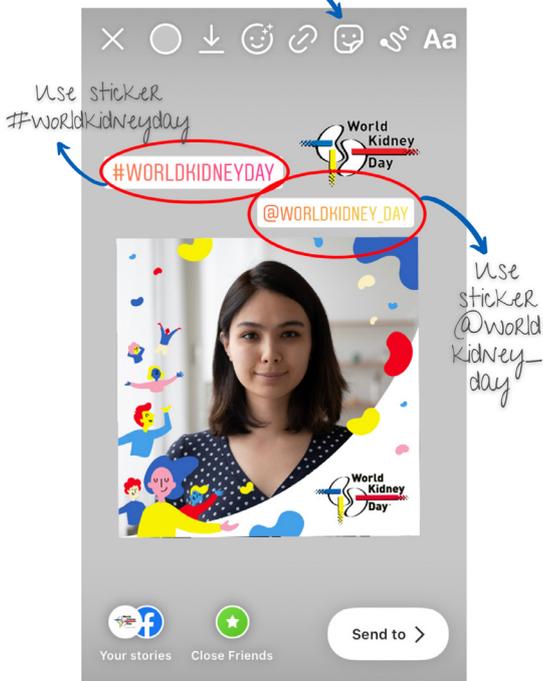
You can download them in different sizes (pixel), and different languages. if you can't find the format or language of your choice, then you can modify the images by downloading an editable file [here](#).

The WKD material is freely available for download and use under the following specific conditions. Read more [here](#).

GO THE EXTRA MILE: ADDITIONAL SOCIAL MEDIA ACTIVITIES

Record or create Facebook, Instagram or LinkedIn Stories

USE STICKERS #HASHTAG AND @MENTION



Example of an Instagram Story

Facebook, Instagram and LinkedIn offer the possibility to post stories within the social media platform's own apps which will require a smart device (phone or tablet). Stories are photos or short videos that are shared on your social media account with your friends or the general public depending on your settings. Videos posted in your Instagram or Facebook Stories can only be up to 15 seconds long and 20 seconds on LinkedIn. For all, they will be available for view on your account for 24 hours. You can add stories to your profile indefinitely by adding them to story highlights. You can add music, stickers (don't forget to use #worldkidneyday and @World Kidney Day stickers to tag us), gifs, a poll, text or location to your stories. World Kidney Day has now its own stickers that can be used both on Instagram and Facebook. Search by tags e.g worldkidneyday to see all gifs and stickers! you can also find them [here](#).

Find out how to share a photo or video to your story on Facebook [here](#), on Instagram [here](#) and on LinkedIn [here](#).

The stories feature will be best used to take a quicksnapshot in time of your WKD support or activity. For longer content to e.g. capture an interview, talk, debate or other educational or playful learning, use Facebook or Instagram Livestream.

Facebook or Instagram Livestream

Facebook and Instagram both offer live streaming service. They allow you to broadcast videos to your followers in real-time. Not only are people watching Facebook Live, but they're also engaging with the videos as well. One study found that live videos have 3x more engagement than traditional, pre-recorded videos.

For Facebook livestream, you can either go live now or schedule a live video. You need to choose the page you would like to stream from. Don't forget to add a title, a description of your livestream and tag @worldkidneyday Remember, Facebook livestream videos can be no longer than 90 minutes. Find out how to setup a Facebook live [here](#). For Instagram Live simply chose "live" from the camera options in your stories section and broadcast up to one hours to your followers. Then save the broadcast to IGTV, tag our handles and use #worldkdineyday in the description. Find out how to setup a Instagram live [here](#).



Challenges

A hashtag challenge is one where you ask people to perform a certain task and tag them using a specific hashtag. Challenges like these are very popular on all social media platforms, including TikTok or Instagram Reels, which are video content based.

Both platforms allow you to watch, create, and share videos with your friends or anyone if you have a public account, which can be up to 60 seconds long for TikTok and 30 seconds for Instagram. Both your Instagram reels and TikTok videos can be recorded in a series of clips or using video uploads from your gallery. You can add music, as well as AR effects, tag your friends, hashtags, or challenges. Learn more about TikTok [here](#) and Instagram reels [here](#).

Be careful, not all hashtag challenges go viral, they need to be well prepared in advance.

- Do your research – look at successful hashtag challenges
- Create a share worthy hashtag – it will help you track your audience and make your challenge visible
- Keep the focus on your brand – in this case, focus on kidney and kidney disease
- Make it memorable - the more popular a challenge is, the more people remember it
- Lay down clear rules – it will be easier for people to participate and know what they have to do
- Promote your challenge – post it on all your social media feeds and invite people to participate in it

Participate in the World Kidney Day #MyGr8Rule hashtag challenge

World Kidney Day's very own hashtag challenge [#MyGr8Rule](#) asks:

- To complete one or more of the [8 golden rules](#) of keeping kidneys healthy and preventing kidney disease such as keeping active, quitting smoking, eating a healthy diet etc.
- To take a picture of yourself in action!
- To layer the Rules photo frame on top (optional). [\[Download photo frames here\]](#).
- To share it on your social media accounts with the hashtag [#MyGr8Rule](#).



Twitter Chat

Twitter is public by default and generally speaking, tweets show up in the order they happen. Finally Tweets can contain links, photos, GIFs, or videos. But if you're tweeting text, you're limited to 280 characters. All this makes, twitter the perfect platform for your content with high immediacy and appeal to the general public.

A Twitter chat is a group of Twitter users who meet at a predetermined time to discuss a certain topic, using a single hashtag (#) for each tweet. A host or moderator will ask questions (designated as Q1, Q2,...) to elicit responses from participants (using A1, A2...) and encourage interaction within the group. Generally, a discussion lasts one hour.

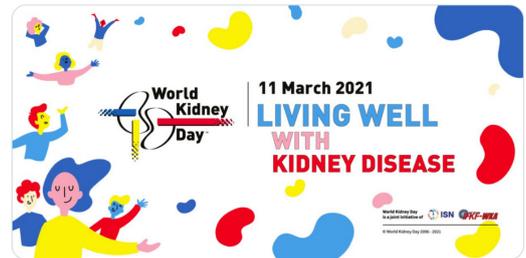
Use hashtags to make your tweet easy to find.

Keep your tweet short, about 100-280 characters, by using active verbs and valuable information.



Today #WorldKidneyDay is launching its 2021 Campaign!! This year's theme focuses on living well with #KidneyDisease and the importance of effective symptom management and patient empowerment with the ultimate goal of life participation. Join us ow.ly/yK6x50Btp8g

Link to your website for more information.



Include a high-quality visual to make your tweet stand out.

Example of a good tweet

TIPS FOR A TWITTER CHAT

- 1 GIVE YOUR TWITTER FOLLOWERS A HEADS-UP BEFORE YOU JOIN A TWITTER CHAT
- 2 REPLY DIRECTLY FOR TARGETED CONVERSATIONS WITH ONE OR TWO PEOPLE
- 3 INCLUDE A "@" IN FRONT OF AN @ IF YOU WANT YOUR TWEET TO SHOW UP IN ALL FEEDS
- 4 IT'S OK TO DIP IN AND OUT OF A TWITTER CHAT
- 5 BE POLITE AND POSITIVE!
- 6 DON'T BE AFRAID TO CONTRIBUTE AND JUMP IN! I THE MODERATORS AND PARTICIPANTS WILL BE GLAD TO HEAR FROM YOU!
- 7 ANSWER TO A SPECIFIC QUESTION OR COMMENT FROM ANOTHER PARTICIPANT USING THEIR TWITTER HANDLES TO IDENTIFY WHO YOU'RE SPEAKING TO IN
- 8 REMEMBER TWITTER CHATS ARE ABOUT CONNECTING AND LEARNING, NOT SELLING YOUR PRODUCT
- 9 ALWAYS INCLUDE THE CHAT HASHTAG IN YOUR RESPONSES
- 10 FOLLOW UP WITH PEOPLE AFTER THE CHAT!

#WORLDKIDNEYDAY
SOURCE: BUFFER.COM

Twitter chats are most successful when they focus on a specific theme. Organising your own twitter chat takes time and needs to be well prepared in advance. You can find below tips for your twitter chat.

Remember to use #worldkidneyday.





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World Kidney Day
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