Social Media Toolkit

Bridge the knowledge gap to better kidney care.

10 MARCH 2022
Kidney Health for All
#worldkidneyday #kidneyhealthforall
www.worldkidneyday.org
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ABOUT THIS TOOLKIT

The World Kidney Day (WKD) team recognizes that the ongoing Covid-19 pandemic still presents WKD supporters and champions around the world with a unique set of opportunities and challenges. Some regions and countries may continue to permit larger in-person events whilst others are still operating emergency measures. Depending on the public health situation in your locality, we encourage you to celebrate World Kidney Day in line with your local public health advices.

A safe and appropriate way to conduct your awareness-raising activity is to take it online.

This social media toolkit contains information and resources to help push out and amplify your social media campaign and raise awareness about kidney health whilst spreading 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, which you can make use of such as Twitter chats or Instagram or Facebook Stories.

WORLD KIDNEY DAY THEME 2022

World Kidney Day 2022 is aiming to promote Kidney Health for All. The objective is to increase education and awareness about kidney health to bridge the persistent and ongoing CKD knowledge gap at all levels of healthcare. As this knowledge gap is stifling the fight against kidney disease, and increasing the inherent associated mortality rates.

WKD calls for everyone to not only be aware of the disease but to actively know what their own kidney health measures are.

It is a cause that involves all of us in the global kidney community — physicians, scientists, nurses, and other healthcare providers, patients, administrators, health-policy experts, government officials, nephrology organizations, and foundations. We all need to be aware of how increased awareness of the importance of kidney health amongst policymakers and opinion formers, can lead to major benefits both to patients and to healthcare budgets.
JOIN THE WKD CONVERSATION AND COMMUNITY BY USING HASHTAGS AND MENTIONS

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, healthcare professionals, policymakers and patients throughout the campaign’s year. Leading up to, and on, 10 March 2022, content will be shared at an even higher rate to create momentum.

Participating Handles

- Facebook - @worldkidneyday
- Twitter - @worldkidneyday
- Instagram - @worldkidney_day
- LinkedIn - @worldkidneyday
- YouTube - @ World Kidney Day

WKD social media channels main actions are to:

- Empower people to know more about their kidney
- 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 will receive all updates as well as inspiration to create 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 - #worldkidneyday

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

Bridge the knowledge gap to better kidney care.
Mark your calendar and prepare your post and visual in advance to be ready on 10 March 2022!

Learn about the 2022 theme to inform your messaging.

Inform yourself and others about kidney disease on [www.worldkidneyday.org](http://www.worldkidneyday.org) under the kidney facts menu tab.

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

Use our preprepared posts or create your own visuals using graphic tools (e.g. canva, photoshop, powerpoint).

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

Mention celebrities, or local policymakers using “@” (add “.” before if starting with a tag)

Don’t forget to tag #worldkidneyday or mention @ WKD channels

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

Organize yourself by scheduling posts in advance using built-in publisher function in your social media platforms or publisher tools (e.g. hootsuite, later)

Once your content is live, monitor your posts’ 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, find here already made posts that you can reuse and share on your social media channels. Don’t forget to use #WorldKidneyDay!

- Mark your calendar - March 10 is #WorldKidneyDay!
- March 10 is #WorldKidneyDay! To learn about Kidney Disease and the campaign, visit: www.worldkidney-day.org
- 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 All – Bridge the gap to better kidney care

- This year, the #WorldKidneyDay campaign celebrates #KidneyHealthforAll! Join us in increasing kidney health education and awareness to close the knowledge gap about kidney disease.
- Let’s raise awareness around the world about the importance of our kidneys! Come celebrate the 2022 #WorldKidneyDay campaign under the theme of #KidneyHealthforAll!
- 1 out of 10 adult people worldwide have kidney disease, and if left untreated it can be deadly! Help raise awareness and advance kidney health education on #WorldKidneyDay
- Kidney disease will be the fifth leading cause of death by 2040, unless action is taken to strengthen education and prevention programs amongst the public, patients, professionals, and policymakers. #WorldKidneyDay
- To improve access to kidney care and better kidney health, #WorldKidneyDay invites the professional kidney community to make information about kidney disease and its risks more easily accessible and available to the public.
- #WorldKidneyDay calls for improved training of physicians in recognizing and managing patients with CKD, as they are responsible for their patients’ health condition and can contribute to the prevention of kidney disease. #WorldKidneyDay
- To bridge the knowledge gap about kidney health, #WorldKidneyDay advocates for governments to add chronic kidney disease to their health agendas, along with the four major non-communicable diseases: cardiovascular disease, cancer, diabetes, and chronic respiratory disease.
- #WorldKidneyDay calls on everyone worldwide to not only be passively aware of kidney disease, but to actively know their own kidney health measures.
- #DidYouKnow that adopting a healthy diet and lifestyle can help maintain good kidney health and preserve kidney function. #WorldKidneyDay
- Increased education to empower patients, their care-partners and their support systems is needed to achieve the health outcomes and life goals of those with kidney disease. #WorldKidneyDay
- Both #CKD and #kidneyfailure prevention should be integrated within national public health policies to help tackle the global burden of kidney disease and ensure that patients live well with kidney disease. #WorldKidneyDay
- Help raise awareness and educate the world towards better kidney care! #WorldKidneyDay
Support kidney health via social media using #worldkidneyday. Click the images below to download and share our social media cards

- General Campaign visual
• Campaign visuals tailored to healthcare professionals, patients, policymakers, and the general public

Use our social media visuals to spread the World Kidney Day message on your social media channels. You can download them [here](#) (general campaign visuals) and [here](#) (targeted audiences campaign visuals) Our visuals are the graphical representation of our 2022 campaign, targeting the different audiences – policymakers, patients, professionals and the public – to bridge the knowledge gap to better kidney care. Use our logo, 2022 campaign visuals, posters, or bookmark to make your social media visual even more attractive and your messaging even more appealing.
Support kidney health by adding a banner to your website or social media profile. Click the images below to download and share our social media cards.

You can download them in different sizes (pixel), and different languages. If you cannot find the format or language of your choice, then you can modify the images by downloading an editable file here (general campaign visuals) and here (targeted audiences campaign visuals).

The WKD material is freely available for download and use under the following specific conditions. Read more 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 social media platforms, including TikTok. Be careful, not all hashtag challenges go viral, they need to be well prepared in advance:

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

#ShowYourKidneys

Participate in World Kidney Day’s very own hashtag challenge:

1. Take a picture of yourself placing your fists in front or behind you (depending on photo angle) to indicate the location of your kidneys in your body. Reminder: They are located at the bottom of the abdomen, below the rib cage. This may vary if you are transplanted or born with only one kidney. [Tip: use a solid colour shirt that makes your fists pop on the photo].
2. Add a photo frame on top (optional) - you have plenty of choices for your frame with different visuals explaining the key roles of your kidneys*
3. Share the photo it on your social media with the hashtag #ShowYourKidneys

*Frames will be available for download on www.worldkidneyday.org when the #ShowYourKidneys challenge kicks off officially on February 1, 2022.
GO THE EXTRA MILE: ADDITIONAL SOCIAL MEDIA ACTIVITIES

Record or create Facebook or Instagram Stories

Facebook and Instagram both offer the possibility to post stories. 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 be up to 20 seconds long for Facebook and 15 seconds for Instagram. 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 and on Instagram here.

The stories feature will be best used to take a quick snapshot in time of your WKD support or activity. Download here (general campaign visual) and here (targeted audiences campaign visuals) tailored visuals for your stories. 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 a live streaming service which allows 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 hour 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.
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 are tweeting text, you are 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.

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.
Contact Us

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