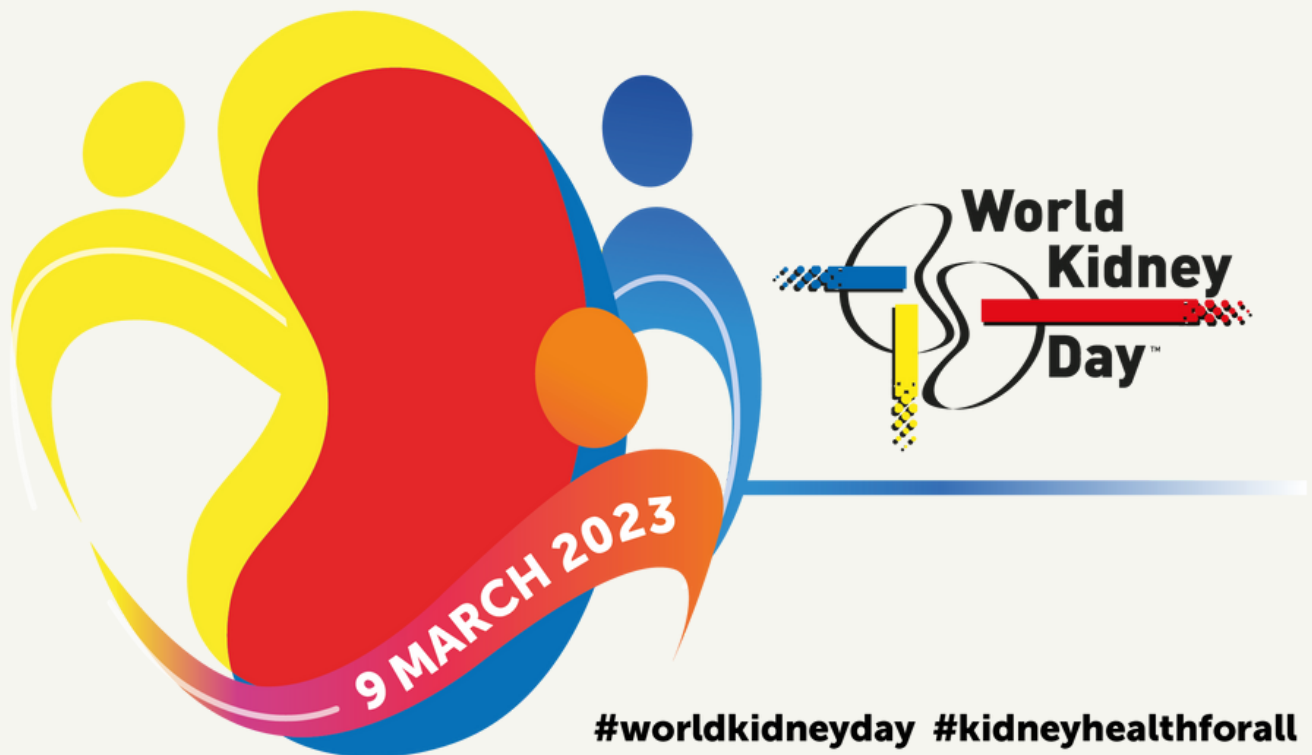


KIDNEY HEALTH FOR ALL
PREPARING FOR THE UNEXPECTED,
SUPPORTING THE VULNERABLE!

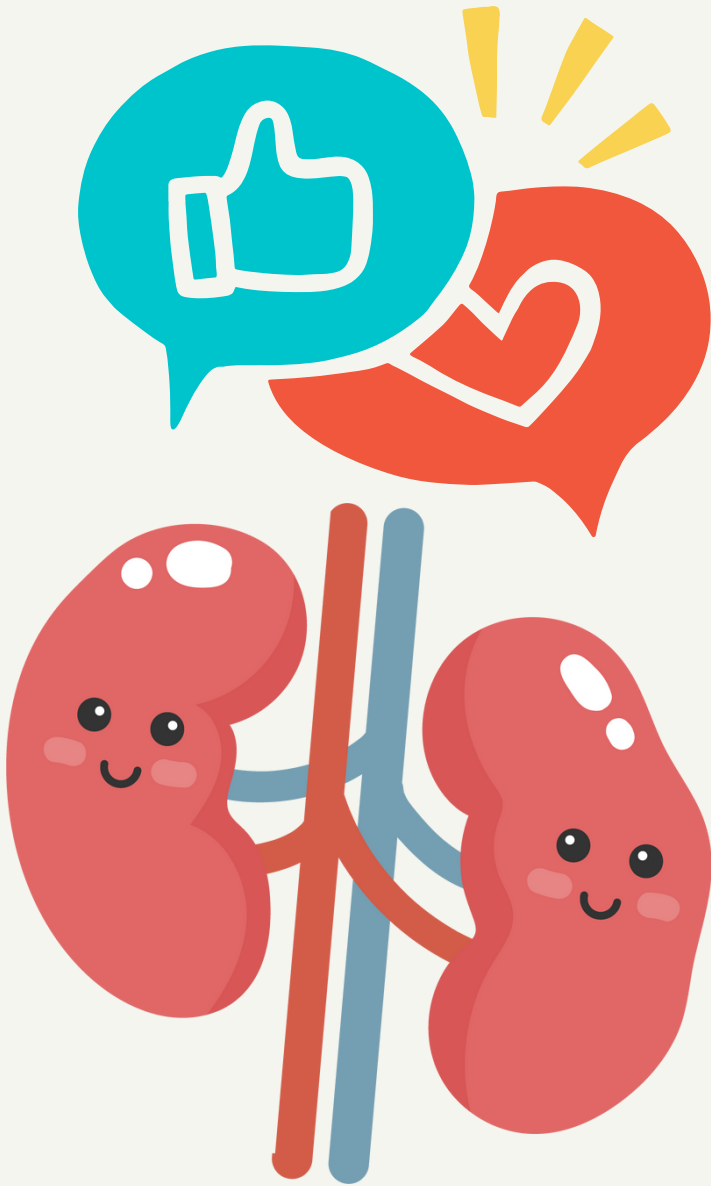
Social media Toolkit



#worldkidneyday #kidneyhealthforall
www.worldkidneyday.org

World Kidney Day is a joint  **ISN**  **IFKF-WKA** initiative

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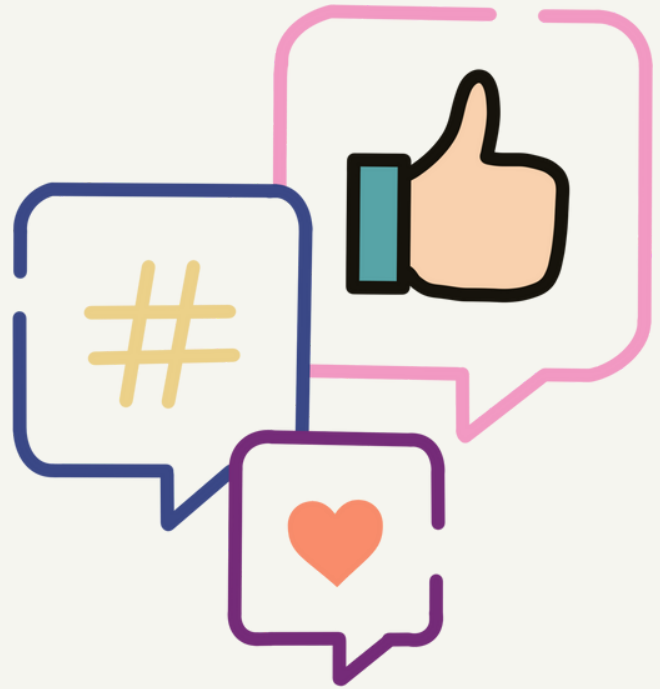
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About the toolkit

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, Instagram or Facebook Stories, Instagram reels, and much more!



World Kidney Day Theme 2023

World Kidney Day 2023 promotes Kidney Health for All.

Preparing for the unexpected, supporting the vulnerable!

The objective is to raise awareness about disastrous events, natural or man-made, international, or local, and their impact on people living with kidney disease, whose access to appropriate diagnostic services, treatment, and care may be hindered.

People with kidney disease are among the most vulnerable people in an emergency because of their ongoing need for consistently coordinated care, which is often lifelong and involves complex ongoing treatment. The impact of COVID-19 on the health system has placed additional strain on this vulnerable population in recent years.

The whole of society, including policymakers, health care services, governments, industry, as well as people living with kidney disease and their caregivers, must be prepared for unexpected events to avoid any disruption in access to diagnosis, treatment, and care.

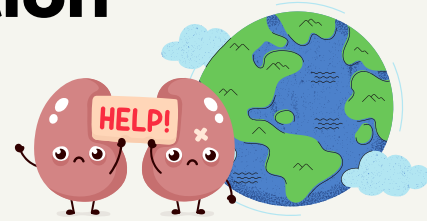
KIDNEY HEALTH FOR ALL
PREPARING FOR THE UNEXPECTED,
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9 MARCH 2023

Join the WKD conversation

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, and patients throughout the campaign's year. To build momentum, the content will be shared at an even faster rate in the days leading up to and on March, 9 2023.

Participating Handles

-  [@worldkidneyday](https://www.facebook.com/worldkidneyday)
-  [@worldkidney_day](https://www.instagram.com/worldkidney_day)
-  [@worldkidneyday](https://www.linkedin.com/company/worldkidneyday)
-  [@worldkidneyday](https://twitter.com/worldkidneyday)
-  [@ World Kidney Day](https://www.youtube.com/channel/UCWorldKidneyDay)



Follow the WKD channels to receive all updates and inspiration for your own content.



Tag our profiles (“@”) in your social media content to make it easier for us to discover your content and to engage with you.

WKD social media channels' main actions are to:

- Empower people to get informed about unexpected events and to prepare accordingly.
- Direct people to the [WKD website](https://www.worldkidneyday.org) 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.

Hashtags

1

#WorldKidneyDay

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.

#KidneyHealthforAll

Make use of our annual hashtag #KidneyHealthforAll, linked to the 2023 campaign, and share the 2023 campaign messages with your community!

2

3

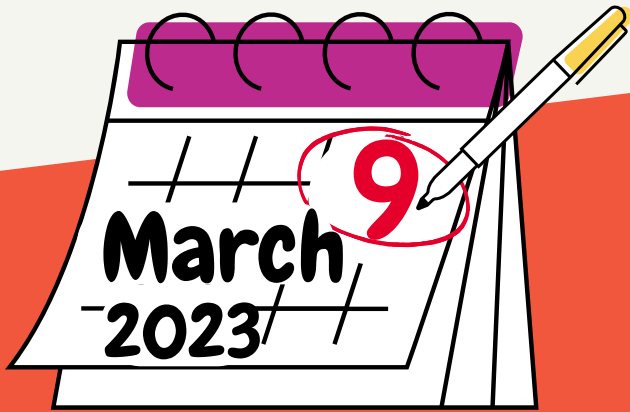
#ShowYourKidneys

The WKD hashtag challenge is coming back for a second year! Use the hashtag #ShowYourKidney and help us spread awareness about kidney disease by completing WKD's challenge!



Build your own social media campaign

Creating your own social media campaign takes time, plan in advance and inform yourself about the 2023 World Kidney Day Campaign.



Plan in advance

- Mark your calendar for 9 March!
- Learn about the 2023 theme
- Get informed about kidney facts
- Follow WKD's social media channels and share our post!

Prepare your posts

- Prepare and schedule your posts in advance
- Use Canva, InDesign, or other tools to create posts or use our prepared visuals and texts
- Engage with your audience and encourage them to comment, like, and share your post
- Don't forget to mention @worldkidneyday and tag #worldkidneyday



On the day

- Monitor your posts
- React to comments
- Stay informed with the latest campaign updates by following our hashtags #WorldKidneyDay, #KidneyHealthforAll and #ShowYourKidneys

Looking for the right words? Use our already-made 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!

- Mark your calendar - March 9 is #WorldKidneyDay!
- March 9 is #WorldKidneyDay! To learn about kidney disease and the campaign, visit: www.worldkidneyday.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 – Preparing for the unexpected, supporting the vulnerable!

- Let's raise awareness around the world about the importance of our kidneys! Celebrate the 2023 #WorldKidneyDay campaign under the theme of #KidneyHealthforAll
- Disastrous events, local (earthquakes, floods, war, extreme weather) or global (the COVID-19 pandemic), can significantly impact the functioning and living conditions of the entire community, particularly those living with #NCDs! #WorldKidneyDay
- Kidney patients represent more than 850 million people worldwide and are particularly affected by disastrous events as their ability to access proper diagnostic services, treatments, and care may be hindered. #WorldKidneyDay
- Preparing for unforeseen events is key for kidney patients. Policymakers need to implement integrated health strategies that prioritize prevention, early detection, and management of #NCDs. #WorldKidneyDay
- In times of emergency, healthcare services need to provide chronic disease patients with equitable and appropriate access to care. #WorldKidneyDay
- World Kidney Day calls for governments to include emergency preparedness plans in managing, detecting, and preventing kidney disease. #WorldKidneyDay
- Patients should plan for emergencies by preparing an emergency kit that includes food, water, medical supplies, and medical records. #WorldKidneyDay





Download our materials

The images graphically represent the identity of the campaign. You can download them in different formats and different languages.

If you cannot find the format or language of your choice, you can modify the images by downloading an editable file [here](#).

Add a banner to your website or social media page

[Facebook](#)

[Twitter](#) / [LinkedIn](#) / [YouTube](#)

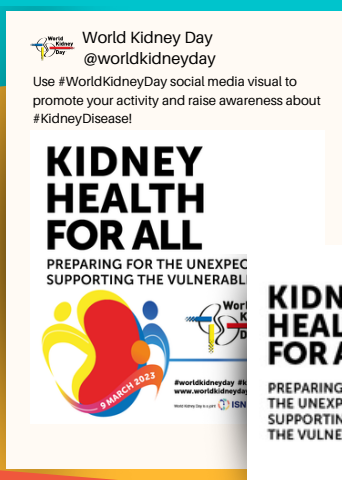
[Website](#)



Add an image to your social media post

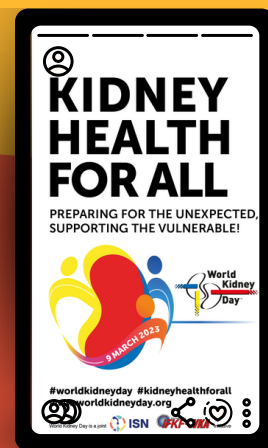
[Instagram/Facebook](#)

[Twitter/LinkedIn](#)



Share a World Kidney Day story

Download it [here](#) and learn more about how to create your own story below



Add a frame to your social media profile

Download it [here](#)

WKD materials are freely available for download and use under the following specific [conditions](#).

Additional materials including the 2023 bookmark, flyer, and logo can be downloaded [here](#)

#Hashtag challenge

A #challenge combines a catchy hashtag with a picture/video that shows a specific action and challenges others to do the same.

How to create your own?

- Do your research
- Create a share-worthy hashtag
- Keep the focus on your unique selling point
- Make it memorable
- Lay down clear rules
- Promote your challenge

Participate in #ShowYourKidneys

World Kidney Day's very own hashtag challenge



1

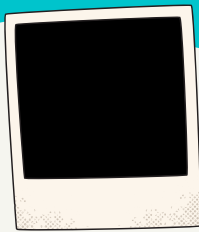
Take a picture of yourself

Place your fists where your kidneys are

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

Choose your frame! 4 frames are available explaining the key roles of your kidneys.

You can download them [here](#).



3

Share your photo

Share the photo on your social media with the hashtag

#ShowYourKidneys

Tag one or a few friends in the caption and ask them to take part in the challenge

Go the extra mile: Additional Social Media Activities

Facebook and Instagram Stories



Facebook and Instagram both offer the possibility to post stories.

Stories are photos or short videos 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 20 seconds long for Facebook and up to 60 seconds uninterrupted for Instagram. They will be visible to others for 24 hours. You can add stories to your profile indefinitely by adding them to story highlights.

Find out how to share a photo or video of your story on [Facebook](#) and [Instagram](#) and use the WKD story visual available [here](#).



Instagram offers the possibility to create **reels**. As stories, they are short videos that can go up to 90 seconds, however, your reel will remain visible as a post. Create reels to educate your audience about kidney health. Find out more [here](#).



Facebook and Instagram Livestream

Facebook, and Instagram both offer live-streaming services. 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.**

1

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 and a description of your Livestream and tag @worldkidneyday. Remember, Facebook Livestream videos can be no longer than 90 minutes. Find out how to set up a Facebook live [here](#).

2

Instagram Livestream

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 set up an Instagram live [here](#).



Twitter Chat

TOP TIPS



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. Organizing your own Twitter chat takes time and needs to be well prepared in advance. To your right, you can find tips for your Twitter chat.

Remember that it is all about connecting and learning. Don't forget to tag #WorldKidneyDay!



Give your Twitter followers a heads-up before you join a Twitter chat

Reply directly for targeted conversations with one or two people

Include a "." in front of an @ if you want your tweet to show up in all feeds

It's OK to dip in and out of a Twitter chat



Be polite and positive!

Don't be afraid to contribute and jump in!

Answer to a specific question or comment from another participant using their Twitter handles to identify whom you're speaking to in



Always include the chat hashtag in your responses

Follow up with people after the chat!

YouTube



Use YouTube if you want to share longer videos! YouTube is a free video-sharing website that makes it easy to watch online videos. You can even create and upload your videos to share with others. [World Kidney Day's official YouTube channel](#) hosts video statements, interviews, webinars, tips for better kidney health, and much more. Have a look and share our content!

WKD is now present on TikTok

Tik Tok is easy and fun! World Kidney Day recently joined, follow us [@worldkidneyday_official](#).

It is a video-sharing app that allows you to create and share 15-second videos. You can speed up or slow down videos, add transitions, and add various creative effects, voiceovers, and filters to your posts. Similarly, you can bring your photos to life on TikTok with a variety of special effects and features designed specifically for still images.

Find out more about TikTok [here](#).

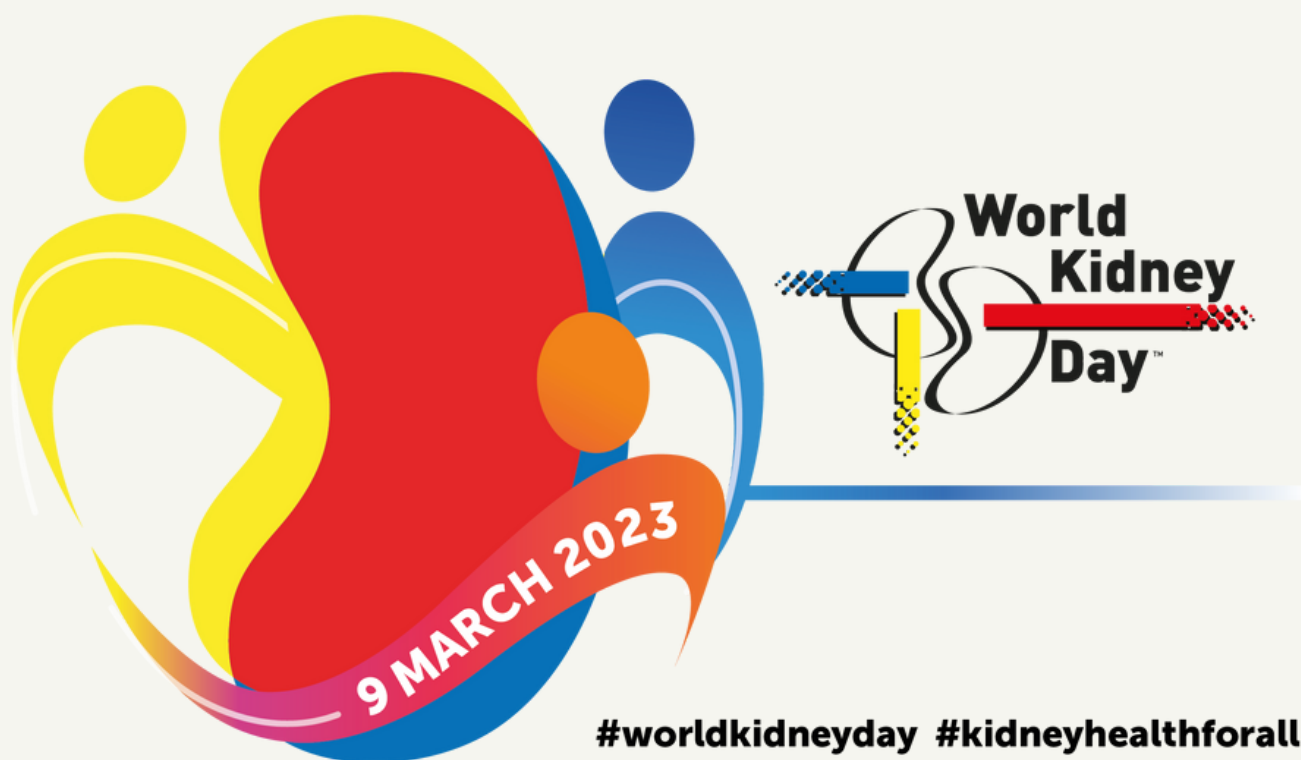


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Contact Us

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info@worldkidneyday.org



#worldkidneyday #kidneyhealthforall
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