SOCIAL MEDIA Toolkit
<table>
<thead>
<tr>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>03</strong> World Kidney Day</td>
</tr>
<tr>
<td>Presentation of the 2024 World Kidney Day campaign</td>
</tr>
<tr>
<td><strong>04</strong> Social Media</td>
</tr>
<tr>
<td>Why use social media to raise awareness about kidney health?</td>
</tr>
<tr>
<td><strong>05</strong> Get Social</td>
</tr>
<tr>
<td>World Kidney Day social media handles and hashtags</td>
</tr>
<tr>
<td><strong>06</strong> Messages to share</td>
</tr>
<tr>
<td>World Kidney Day social media messages</td>
</tr>
</tbody>
</table>
World Kidney Day 2024 is all about “Kidney Health for All: Advancing equitable access to care and optimal medication practice”.

The goal is to raise awareness about the importance of ensuring equitable access to appropriate treatment and care for people living with kidney disease, in order to improve their quality of life and delay the progression of the disease.

Recent medication breakthroughs have shown significant success in delaying CKD progression and reducing associated complications. Yet, not everyone has equal access to care!

NOW IT IS TIME TO ACT and shift focus towards building capacity, increasing awareness, and ensuring equitable access to care. This approach must involve multiple levels, including health policies, healthcare system delivery, healthcare professionals, and patient engagement.
Harnessing the power of social media to boost awareness about kidney disease is not just crucial, it's a game-changer. It provides a dynamic stage to reach a wide-ranging audience, elevating the importance of kidney health on a global scale.

Through social platforms, we can unite, inspire, and mobilize change, ensuring better support, early detection, and improved lives for those living with kidney disease.

This toolkit provide ideas, resources and materials to push out and amplify your social media campaign!
WKD’s social media content is for everyone to use including the general public, patients, and healthcare professionals throughout the year. Get ready for 14 March 2024, by sharing and creating your own social media content!

Our social media channels are dedicated to providing you with information about kidney care and medication practice. To learn more, read the general paragraph available on our website.

Get Social

@ Handles

@worldkidneyday
@worldkidney_day
@worldkidneyday
@World Kidney Day
@worldkidneyday_official

# Hashtags

Become part of the conversation by using WKD hashtags to follow the campaign progress and spread your own content to a wider audience.

#WorldKidneyDay
#KidneyHealthforAll
#ShowYourKidneys
For years, the focus was placed on replacement therapies, but NOW there is a game-changing shift. Recent therapeutics breakthroughs open doors to prevent #CKD and its complications prolonging the lives of people living with #CKD! #WorldKidneyDay

- Breaking down barriers to healthcare equality is crucial! New therapies hold the promise of improving lives worldwide. Yet, disparities persist due to lack of CKD awareness, limited knowledge, and high costs. Let’s strive for universal access and equitable care for all! #WorldKidneyDay

- Prevention is the key to a healthier future! To tackle #CKD, #WorldKidneyDay calls for holistic health policies, funding for kidney care, and kidney health education. Let’s ensure everyone has equal access to screenings, early diagnosis, and quality treatment.

- To tackle the shortage of primary care and kidney specialists, we need better training, retention strategies, and capacity building among healthcare professionals. Education is key, as is embracing innovation and effective communication. #WorldKidneyDay

- Let’s break the barriers to kidney care worldwide! #WorldKidneyDay calls on everyone to raise awareness about CKD risk factors, boost health literacy, and support long-term treatment adherence. Empowering patients through advocacy and community engagement is key to better health outcomes.

- Mark your calendar - March 14 is #WorldKidneyDay!
- March 14 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!
- Let’s raise awareness around the world about the importance of our kidneys! Mark the 2024 #WorldKidneyDay campaign on 14 March 2024!
After 19 years, the WKD logo got a makeover with a brand-new logo that embraces modern design and reflects the WKD commitment to sustainability, and our audiences, the general public, people living with kidney disease, healthcare professionals, and policymakers symbolized but the stripes.

The new logo offers flexibility, thanks to the stand alone elements: the brackets, depicting both kidneys and two hemispheres of the globe.

The WKD logo is available in 20+ languages and with the 2024 WKD date
Visuals

Banners
Download the 2024 WKD website and social media banners in different sizes:
Facebook, Twitter, LinkedIn, Youtube, Website

Social media posts
Add an image to your social media post to mark WKD and support the campaign!
Instagram/Facebook (1,2), Twitter/LinkedIn (1,2)

Story
Share a WKD story on your social media to raise awareness!
Download the 2 visuals available version 1 and version 2

Photo frame
Add a frame to your social media profile or to your photos supporting the campaign.
Download the Facebook/Instagram and Twitter/LinkedIn format
Plan
- Mark your calendar, WKD 2024 is on 14 March 2024
- Learn about the 2024 campaign
- Get informed about kidney health
- Follow WKD on social media

Post
- Prepare and schedule your posts in advance
- Don’t limit yourself to the 14 March 2024, WKD is a yearlong campaign!
- Use tools to create your posts and have a look at our prepared captions and visuals!
- Don’t forget to tag @worldkidneyday and use #WorldKidneyDay and #KidneyHealthforAll

Monitor
- Monitor your posts
- React to comments
- Get your audience to like, comment, and share your posts
- Stay informed with the campaign’s latest news by following our hashtags and social media platforms
Get involved

#ShowYourKidneys

Show your kidneys some love by participating in World Kidney Day’s very own #Challenge:

1. **Take a picture of yourself** - your kidney are located below the rib cage. Know that it may vary if you are transplanted or born with only one kidney.

2. **Add a photo frame** - choose one of the 4 frames available [here](#).

3. **Share your photo with #ShowYourKidneys** - tag friends and family to encourage their participation!

### Stories

Stories are photos or short videos shared on Instagram (60s) and Facebook (20s) visible to others for 24 hours. Find out more about [Facebook](#) and [Instagram](#) stories.

**Don’t forget to:**

- Use **WKD story visuals** available here in two formats (1,2)
- Use **stickers, hashtags, @mentions, and add music, gifs, polls or location**
- Add a link
- Use **#WorldKidneyDay** and tag **@worldkidneyday**
X offers the possibility of having live audio conversations. Anyone can join as a listener (you only need the link), while speakers are limited to a maximum of 13 people.

1. Find out more about X spaces
2. Don't forget to advertise your Xspace and tag @worldkidneyday and use #WorldKidneyDay

Livestream allows you to broadcast videos to your followers and engage with them in real-time.

1. Find out more about Facebook and Instagram Livestream option
2. Don’t forget to tag @worldkidneyday and use #worldkidneyday

Use YouTube if you want to share longer videos!

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!

Create your own video and share them with us!