
Online with an aim: Doing social media for NCDs

Few of us have easy access to the offices of government officials and other decision-makers but thanks to the Internet we can deliver our messages to them directly via social media.

A new guide by NCD Alliance provides an introduction to the social media world, along with precise information on how to channel your NCD advocacy in the right direction, no matter your preferred tool.

Titled *Social media basics: A guide to using digital channels to achieve change on NCDs*, the guide is designed for beginners in the NCD civil society community, such as members of national and regional NCD alliances.

Titled *Social media basics: A guide to using digital channels to achieve change on NCDs*, the guide is designed for beginners in the NCD civil society community, such as members of NCD alliances and people living with NCDs.

The 'basics' guide explains terms like **hashtags**, **handles** and **tagging**. It devotes complete sections to Facebook, Twitter, Instagram and LinkedIn and glances at instant messaging and calling apps, like Skype and WhatsApp. (If this is sounding too basic, check out other NCDA online resources, like [Campaign Fuel](#) [1]).

The basics plus strategy

The basics laid out, the guide provides strategic tips, like 'How to build a social media identity and grow your presence'. Finally, the reader receives concrete information on using social media for advancing the NCDs agenda, such as the most popular hashtags and handles of influential people and organisations.

If you've been mulling over getting active for NCDs online, *Social media basics* is a good place to start.

[Download the guide](#) [2].

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