Social Media Toolkit - Global NCDA Forum 2020

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Language English
This social media toolkit provides tips on how to use social platforms during the Global NCDA Forum 2020 as well as sample messages, key hashtags and accounts to follow.
Tools & Guidance
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www.ncdalliance.org/ncdaf2020
Global NCD Alliance Forum 2020
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Resource Section: Civil Society Resource Library



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Extended Description: Social media helped make the 2017 Global Forum a major success. During Forum week, the hashtag #NCDAF2017 (this year #NCDAF2020) had 35 million impressions, and reached 73 countries and 160 cities.

1,211 contributors engaged via Twitter and many more via Facebook and LinkedIn. Our goal for 2020 is to use social media to spread the word about the Forum and the NCD agenda even further, and we will need your help! We're calling on NCD advocates and activists and the broader health and sustainable development community to join us to use social media to help shape the online discourse on NCDs, raising awareness about the epidemic and inspiring a sense of urgency to act. In this way, we can leverage the voice of civil society, highlighting the vibrant and dynamic role that it plays in efforts to tackle the NCD epidemic.

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Click on the cover below to download the toolkit.

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