Social media toolkit
Imagine having a cure for an illness which affects between 70 million and 130 million. Imagine having a vaccine that can prevent 1 million deaths each year. Imagine eliminating a global killer that takes 1.4 million lives every year. Imagine if you could be part of making it a reality by 2030.

No need to imagine. We can do it.

This toolkit is your guide to using NOhep on social media and includes top tips on using social media platforms and building your presence as well as sample posts and links to content you can share straight away.

We hope you’ll find everything you need but if you don’t contact us at: connect@NOhep.org

Thank you for being part of the next greatest achievement.

NOhep team

The NOhep movement aims to unite those working in the field of hepatitis and other from around the world around one common purpose: eliminating viral hepatitis by 2030. Aligning our social media efforts will greatly enhance the impact of NOhep and use social media effectively will:

- Bring advocates across the world together
- Boost the influence of organisations, both big and small, as part of a powerful global movement
- Show that individual activities are not isolated
- Raise the profile of viral hepatitis
- Give hepatitis a social identity, like the red ribbon for HIV/AIDS

Anything you are do that works towards the elimination of viral hepatitis fits into NOhep so get involved!
In this toolkit we cover top tips for Facebook and Twitter but regardless of the social media platform you are using, the principles are the same.

**FACEBOOK**

Facebook can be very useful in raising awareness, inviting people to events and sharing visual content.

**TOP TIPS**

- Although there is no character limit, keep your posts short
- Include images and videos as much as possible. The NOhep videos and materials are great content to share
- Create an event and invite people to your activities
- Create photo albums from your activities and if possible tag people who attended
- Schedule posts in advance to save time
- Update your profile picture and cover photo with the NOhep social media assets

**TWITTER**

Twitter is a great platform to start conversations online and increase visibility. Using Twitter successfully can mean your message is seen by hundreds, thousands or even millions of people.

**HASHTAGS**

People use the hashtag symbol (#) before relevant keywords or phrases e.g #hepatitis to categorise social posts and give them prominence in Twitter & Facebook searches.

They are really useful to signpost to other content as they automatically become links, so that when a user clicks on them, they can see all other Tweets or Facebook posts marked with that keyword. You can use them anywhere in your posts, either as part of a sentence or at the end of your post.

The official NOhep hashtag is #NOhep

Use it when you tweet about hepatitis so your tweet gains maximum visibility and can be seen and/or retweeted by other supporters and the @NO_hep movement. Using the hashtag will help grow the movement and increase all of our influence.

**HASHTAGS YOU CAN USE WITH #NOhep**

Keywords & topics, e.g:

#NOhep #hepatitis #hepatitisC #SDGs #globalhealth
TOP TIPS

• Tweets are limited to 140 characters so keep your posts short and to the point
• Use hashtags #NOhep
• When sharing web links in your posts, use a free link-shortening service such as bitly.com
• Follow other organisations or individuals who are posting about similar topics. Engage with them by mentioning them in your posts. Don’t forget to include their Twitter handles
• Keep on top of the conversation by following key topic hashtags and retweet and respond to others’ posts in real time
• Consider creating a content calendar and scheduling proactive posts in advance to save time
• Update your profile picture and cover photo with the NOhep social media assets

CONTENT IDEAS

• Share the NOhep materials such as the infographics and videos
• Share the NOhep posters or create your own on the NOhep website
• Post key viral hepatitis statistics
• Promote your events, fundraisers and meetings
• Share hepatitis news
• Share or re-tweet fellow NOheptivists posts
• Take part in NOhep social media campaigns such as the 2030: Year in Review campaign and the NOhep merchandise campaign
**2030: YEAR IN REVIEW**

To create a buzz around the launch of NOhep, we have created a video inspired by the Google 2015 zeitgeist video. The video takes a look ‘back’ at key achievements that happened in 2030, the main one being the elimination of viral hepatitis. At the end there is a powerful call to action for people to join NOhep to make these achievements come true.

The video forms the basis of the social media campaign to officially launch NOhep.

Click here to watch the video.

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**SAMPLE POSTS**

- Join #NOhep to make the elimination of viral #hepatitis our next greatest achievement www.nohep.org
- Join the global movement to call for the elimination of viral #hepatitis www.nohep.org #NOhep
- 2030 has been a year of great achievements. Watch the #NOhep video to find out how http://bit.ly/2a5OlqL
- 2030 can be the year we eliminate #hepatitis. 2016 is the start. Join #NOhep to be part of the movement http://bit.ly/2a5OlqL
- How will the world have changed by 2030? Will be have eliminated #hepatitis? #NOhep http://bit.ly/2a5OlqL
**NOHEP MERCHANDISE**

By getting the logo out there, we can inform more people about NOhep. Take photos of you and your friends in NOhep merchandise and share on social media as a fun way to raise awareness. Don’t forget to include #NOhep in your posts.

Information on producing NOhep merchandise is available in the Communications and Materials Toolkit.
SAMPLE TWEETS

- Join #NOhep to make the elimination of viral #hepatitis our next greatest achievement www.nohep.org
- Join the global effort #NOhep and call for the elimination of viral #hepatitis www.nohep.org
- I've joined #NOhep to help eliminate viral #hepatitis by 2030 www.nohep.org #WorldHepDay
- We can create our next greatest achievement, the elimination of hepatitis. How do we do this? [include infographic] #NOhep

Example tweets to share ‘Make the Elimination of Viral Hepatitis Our Next Greatest Achievement’ video:

- #NOhep… is right. 4000 deaths per day is 4000 too many. Join the movement: www.nohep.org
- #NOhep… is right. Join NOhep… for greater access to life-saving medicines and vaccines www.nohep.org
- #NOhep… is smart. Curing #hepatitis will pay for itself by 2030. Join the movement: www.nohep.org
- #NOhep… is smart. Join NOhep… for the smarter choice www.nohep.org
- #NOhep… is for all. #Hepatitis stigma stops people working, learning & having relationships www.nohep.org
- #NOhep… is for all. Join NOhep… to stop discrimination www.nohep.org
- #NOhep… our next greatest achievement. Taking action now will save 7 million lives by 2030. www.nohep.org
- Join #NOhep… to make the elimination of viral hepatitis our next greatest achievement www.nohep.org
- Vaccinate for #NOhep… 300,000 cancer deaths a year can be prevented. Join the movement: www.nohep.org
- Vaccinate for #NOhep… Join NOhep… for increased vaccination coverage www.nohep.org
- Test for #NOhep… 95% of people living with a cancer-causing disease don’t know. Join the movement: www.nohep.org
- Test for #NOhep… Join NOhep… for better testing and cheaper diagnostics www.nohep.org
- Treat for #NOhep… 4,000 people die every day yet life-saving medicines exist. Join the movement: www.nohep.org
- Treat for #NOhep… Join NOhep… for universal access to life-saving treatments www.nohep.org
Join us to make the elimination of viral hepatitis our next greatest achievement

www.nohep.org

#NOhep