Social media toolkit

2021 Update
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Overview

We encourage you to temporarily change your social media profile and cover photos to highlight the work of the Eliminating Yellow Fever Epidemics Strategy. Below is an example of the images you can use. To access them for each different platform i.e. Facebook, Twitter etc, we have a created a Social Media Toolkit Dropbox folder. Please click below:

Click here

Example cover photos

Option 1, with face masks

Option 1, without face masks

Option 2, with face masks

Option 2, without face masks

Example profile picture
The World Health Organization, Gavi, the Vaccine Alliance, UNICEF and more than 50 other partners are working to eliminate #yellowfever epidemics. The EYE Strategy partners aim to protect more than 1 billion people in #Africa by 2026.

#wearepartners #infectiousdiseases #vaccineswork #COVID19 #pandemic #vaccinesafety

Suggested image for your posts:

Download here
Theme:
Eye on Yellow Fever podcast

‘EYE on yellow fever’ is a podcast series highlighting the global risks of yellow fever and how the EYE Strategy is addressing these challenges in the most-affected countries.

The Eliminate Yellow Fever Epidemics (EYE) Strategy was launched in 2017 with the vision to stop all yellow fever epidemics by 2026.

Yellow fever is one of the world’s most deadly diseases. If you think it’s a disease that can only be found in tropical climates, think again. Even with a single shot vaccine, the risk of outbreaks of yellow fever is significant and growing globally.

EYE on Yellow Fever is a ten-part series that takes you inside a concerted global effort to ensure that yellow fever does not become the next big global health threat.

#yellowfever is a deadly disease & a global threat. In our podcast #eyeonyellowfever we talk to experts in fields like #climatechange & #epidemiology on how to stop another global health crisis. Listen & subscribe here: https://buff.ly/3AeqnHU & https://buff.ly/3zetv5D

Below are links from the EYE Strategy Twitter account on the first three episodes of the podcast. Please help us to share and reach more people. To access all our social media assets for the podcast series, which includes quotecards and audiograms, click here. If any access issues to the Dropbox folder, please email EYE.Strategy@who.int.
Theme: Vaccination campaigns, Democratic Republic of Congo (DRC)

Earlier this year, we filmed a preventive mass vaccination campaign in DRC. It highlights the reality on the ground of vaccinating large and sometimes, remote and vaccine-hesitant populations. It shows the concerted global efforts by multiple partners to protect lives, and the challenges faced in doing so.

We filmed #yellowfever #vaccination campaigns in #DRC speaking to our partners @WHO @UNICEF @GAVI @PATHtweets #DRCministryofhealth & beneficiaries. Please watch & share to see the global effort it takes to protect lives. #epidemic #pandemic #VaccinesWork https://www.youtube.com/watch?v=XvEAUjXPyhA

To watch the DRC documentary, click on the image below
100,000 people, including host communities and recently arrived Ethiopian refugees, were included in #Sudan vaccination campaigns against #yellowfever, #cholera, and #polio in April 2021. Over 77,000 refugees were reached with thanks to partners @FMOH_SUDAN @UNICEF @gavi & @WHO #VaccinesWork
Population movement & #climatechange are increasing risks of urban #yellowfever #outbreaks

Protect yourself from mosquito bites and get vaccinated! #EYE2021 #wearepartners #infectiousdiseases #vaccineswork #COVID19 #pandemic #vaccinesafety #eyestrategy

Suggested image for your posts:

Download here
Theme:
Yellow Fever prevention

How to prevent #yellowfever

Get vaccinated! One shot in the arm is sufficient to ensure protection for life.

#EYE2021 #wearepartners #infectiousdiseases #vaccineswork #COVID19 #pandemic #vaccinesafety #epidemiology #pandemic #eyestrategy #vaccine #outbreaks

Suggested image for your posts:
In 2017, the Eliminate #yellowfever strategy was launched by @WHO @gavi @unicef & other partners. Here is why it is so important to everyone on the planet.

https://rpst.page.link/cgiW

#infectiousdiseases #covid19 #vaccineswork #vaccinesafety #epidemiology #EYE2021 #wearepartners #eyestrategy

To add an audiogram to your tweet (a clip of Dr Ambrose Talisuna), click here (if any access issues to the Dropbox folder, please email EYE.Strategy@who.int)

Find out in episode 4 of the ‘EYE on Yellow Fever’ podcast: https://buff.ly/3AeqnHU

Episode 1 of the EYE on #yellowfever #podcast is out! Hear one of our experts - Dr Ambrose Talisuna of @WHO - discuss how the 2016 #Angola & #DRC YF outbreak nearly became a global, public health disaster. Listen & subscribe here: https://buff.ly/3AeqnHU #pandemic #epidemic

In 2017, the Eliminate #yellowfever strategy was launched by @who @gavi @unicef & other partners. Here is why it is so important to everyone on the planet.

https://rpst.page.link/cgiW

#infectiousdiseases #covid19 #vaccineswork #vaccinesafety #epidemiology #EYE2021 #wearepartners #eyestrategy

In 2017, the Eliminate #yellowfever strategy was launched by the World Health Organization, Gavi, the Vaccine Alliance, UNICEF and other partners. Here is why it is so important to everyone on the planet.

https://rpst.page.link/cgiW

#yellowfever #infectiousdiseases #covid19 #vaccineswork #vaccinesafety #outbreaks #epidemiology #EYE2021 #wearepartners #eyestrategy

Download here
The EYE Secretariat comprises @who @gavi & @unicef to eliminate #yellowfever by 2026 – still working to prevent #epidemics during #covid19

4 things you need to know about YF

https://rpst.page.link/eebd

#covid19 #vaccineswork #EYE2021 #wearepartners #eyestrategy

The EYE Secretariat comprises @who @gavi & @unicef to eliminate #yellowfever by 2026 – still working to prevent #epidemics during #covid19

Here are 4 things you need to know about Yellow Fever

https://rpst.page.link/eebd

#yellowfever #infectiousdiseases #covid19 #vaccineswork #vaccine safety #outbreaks #epidemiology #EYE2021 #wearepartners #eyestrategy

Download here

Download here
Event specific hashtags:

#EYE2021
#wearepartners

Frequently used hashtags:

#yellowfever
#eyestrategy
#vaccine
#outbreaks
#coronavirus
#covid19
#vaccineswork
#infectiousdiseases
#epidemiology
#pandemic
#vaccinesafety

Hashtags for languages other than English:

#FievreJaune
#FebreAmarela
#FiebreAmarilla

Follow us on social media

Click each of the icons below.

@EYE_Strategy  @EYEstrategy
Image library

Click each image to download, or access the full library via the link at the bottom of this page. If any access issues to the Dropbox folder, please email EYE.Strategy@who.int.