

World AntiMicrobial Awareness Week

OIE Social Media Toolkit



Introduction

World Antimicrobial Awareness Week (WAAW) will be held the **18-24 November 2020**. This year the Tripartite (Food and Agricultural Organization of the UN, the World Organisation for Animal Health, and the World Health Organization) participates in the global effort to handle antimicrobials with care through a united One Health approach.

As Veterinary Services, you are the powerbrokers. We count on you to harness the resources provided by the OIE to build your national communication campaign during WAAW to protect antimicrobials.



We want to hear about National Action Plans, initiatives, legislation and activities from the animal health sector in your country on social media this year!

How You Can Participate

1. Get Started on Social Media

- Identify the social media channels your audiences use and develop your organisations profile.
- Follow other relevant organisations social media accounts.
- Assemble a communication calendar to plan content and continue to engage your audience.
- Promote your social media accounts on other channels, such as email or on your website.
- Continuously monitor your social media account and engage with your audience.

Social media can connect your organisation or agency directly to your audiences to provide reliable and timely information if used wisely!

2. Follow the Global Conversation by Connecting to the OIE Social Media Accounts

Log into your organisational or personal social media account on Twitter, Facebook and LinkedIn and follow the OIE media accounts for updates during World Antimicrobial Awareness Week!



[@OIEAnimalHealth](https://twitter.com/OIEAnimalHealth)



www.oie.int/facebook



www.oie.int/linkedin

3. Use Popular Hashtags when Posting on Social Media

Link your messages on social media to the global community and conversation by using the popular hashtags on all of your social media posts during the week.

#WAAW

#AntiMicrobialResistance

#OIE

#HandlewithCare

Using popular hashtags means your messages reach more people than just your followers. Posts with hashtags receive **2x** more engagement than those without!

4. Communicate on your personal, professional or organisational activities through social media platforms

The **Overall Theme** of World Antimicrobial Awareness Week is *Antimicrobials: Handle with Care*. This resounding theme has been maintained since the start of WAAW in 2015, with the expansion to all antimicrobials in 2020. This is the uniformed message that we ask all stakeholders to communicate on during WAAW.

Copy these messages into your social media account:

Everyone has a role to play to protect #AntiMicrobials and maintain animal health by using antimicrobials responsibly and prudently.
WE NEED YOU to #HandlewithCare!
#WAAW #AMR @OIEAnimalHealth

Veterinarians and paraprofessionals will be practicing in an unsure future with #AntiMicrobialResistance.
United we can protect #AntiMicrobials efficacy by prescribing responsibly!
#WAAW #AMR @OIEAnimalHealth



Social Media Squares, select your language & download: [English](#), [French](#), [Spanish](#)
Social Media Gifs, select your language & download: [English](#), [French](#), [Spanish](#)

5. Target your messages to your stakeholders

Key Messages should be adapted to your national and local stakeholders:

Veterinarians and paraprofessionals, we need you to advocate and educate animal owners on how to use antimicrobials responsibly!

Farmers should keep written records of antimicrobial prescriptions and only purchase antimicrobials from nationally registered retailers to ensure quality

Veterinary Services invests in sustainable practices, such as rapid diagnostic tools to detect and treat infections with the appropriate medication

National regulatory authority should identify antimicrobial use trends and emergence of resistance by enabling and reporting to national surveillance systems

Choose animal health and welfare! Farmers, you can prevent disease and decrease antibiotic use by using good hygiene and animal husbandry practices with your animals

Veterinarians and paraprofessionals can vaccinate livestock and companion animals and reduce the need for antimicrobials by preventing infections before they start

Animal feed manufacturers need to invest in good manufacturing practices to ensure the safety and quality of antimicrobials

The pharmaceutical industry can support research for new antimicrobials and alternatives practices for a sustainable future

Find more Key Messages targeting animal health stakeholders for download in [English](#), [French](#) and [Spanish](#)

Customise Your Social Media

1. Facebook Profile Frame

Update the profile photo of your organisation and/or your personal account for WAAW 2020 to show that you use antimicrobials responsibly and with care.



Steps to Update your Facebook Profile Frame

1. Log in and access the Facebook account
2. Click on 'Update' within your profile picture
3. Click 'Add Frame'
4. Search for 'World Organisation for Animal Health WAAW' frames
5. Select the Profile frame design and language preferred
6. Select the length of time in which the frame is visible
 - a. We suggest 1 week for the full week of WAAW 2020 activities!
7. Click 'Use as Profile Picture' to finalise your profile frame

Download the Facebook Profile Photo frames in [English](#), [French](#) and [Spanish](#)

2. Social Media Photo or Text Frames

Add a frame to a photo or text to broadcast information about the activities you, your organisation or your country are participating in for WAAW. Social media posts with images increase the chance of your post being liked, shared or retweeted – a unique frame helps!

Apply a frame to a photo, video or quote using your computer



Download the social media photo frames in [English](#), [French](#) and [Spanish](#)

Access social media frames using your mobile phone Facebook app

1. Using your phone, click on the link for the frame of your choice
 - a. [Cow](#) or [Pig](#)
2. Take a picture, video or use one from your album
3. Share the photo on your Facebook story or wall
4. Use the official hashtag **#WAAW**

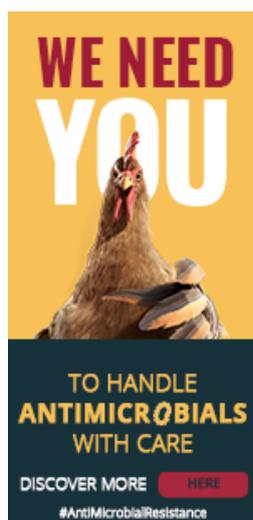
3. Email or Website Banner

Upgrade your email signature, website or blog with a banner to promote the responsible and prudent use of antimicrobials. Download the email or website banners by selecting the links below.

Horizontal Banners:



Vertical Banner:



Download the website banners in [English](#), [French](#) and [Spanish](#)

We all have a role to play to handle antimicrobials with care. You, as Veterinary Services, animal health professionals, students and industry, have an important role in sharing your message during World Antimicrobial Awareness Week.

We need you to communicate your activities on social media!



www.oie-antimicrobial.com