



## Global Handwashing Day 2017 Social Media Toolkit

The Global Handwashing Day social media campaign aims to create a global conversation about handwashing and inspire increased investment in handwashing efforts globally. In 2016, Global Handwashing Day messages reached more than 100 million people through social media! This toolkit includes messages to spread the word about Global Handwashing Day on Twitter, Facebook, and other platforms.

**The theme for Global Handwashing Day 2017 is “Our Hands, Our Future.”**

This year’s theme emphasizes how handwashing protects our health, but also allows us to build our own futures, as well as those of our communities and the world. Handwashing is an affordable, effective way to help achieve health, well-being, and productivity. It plays an important role in achieving the Sustainable Development Goals—contributing to improved sanitation, zero hunger, good health, quality education, equity, and more.

Handwashing is important for everyone, everywhere, and we encourage you to tailor the ideas included in this toolkit to suit your organization’s audience and needs. You may adapt, translate, or remix these sample messages to meet your needs. For more information on planning and promoting events around Global Handwashing Day, visit the [Global Handwashing Day website](http://www.globalhandwashingday.org).

### Twitter

**The official Global Handwashing Day hashtag is #GlobalHandwashingDay.** The Global Handwashing Partnership (GHP) will be tweeting before, during, and after October 15<sup>th</sup>. Follow [@HandwashingSoap](https://twitter.com/HandwashingSoap) for the latest updates. Tag us in your tweets so that we can retweet them for our audience.

Many of these tweets can also be re-used as text messages, in WhatsApp groups, or on other messaging platforms.

### Sample Tweets

#### Importance of handwashing

We’re celebrating #GlobalHandwashingDay on October 15<sup>th</sup>! Handwashing saves lives & brings us closer to the future we hope for.

Good handwashing habits can prevent deaths from diarrhea & pneumonia, and help with #education #equity and more #GlobalHandwashingDay

DYK 1trillion germs can live in 1 gram of poo? Wash hands w/ soap after defecating—every time!  
#GlobalHandwashingDay <http://bit.ly/1JUaOrD>

#Handwashing with soap is a smart, cost-effective way to invest in outbreak prevention #GlobalHandwashingDay



#Hygiene matters in the 2030 Agenda and for the success of the #SDGs. Read more: <http://bit.ly/2uj6iQf>  
#GlobalHandwashingDay

Far too many people don't have access to soap & water to wash their hands. Learn more at <https://washdata.org>  
#GlobalHandwashingDay

### Advocacy Tweets

(@INSERT POLICYMAKER'S HANDLE HERE) Handwashing is key to our futures! Ensure schools have access to soap & water #GlobalHandwashingDay

Good #hygiene saves lives! Include handwashing in health strategies & ensure access to #handwashing facilities #GlobalHandwashingDay

(@INSERT POLICYMAKER'S HANDLE HERE) DYK that #hygiene facilities in schools help students, esp girls, stay in school? #GlobalHandwashingDay

Quality care requires soap & water, but 35% of healthcare facilities don't have these basic #handhygiene resources #GlobalHandwashingDay

(@INSERT POLICYMAKER'S HANDLE HERE), on #GlobalHandwashingDay remember #hygiene's role in health education & equity to help us achieve #SDGs.

### Integration Tweets

242 mil school days are missed/year bc of diarrhea. Good handwashing means more time for kids to learn and grow #GlobalHandwashingDay

The equation is simple: #Water + #sanitation + #hygiene facilities help kids stay in school  
#GlobalHandwashingDay

Clean birth attendant hands give newborns a #healthystart. Include handwashing in training, facilities, & service on #GlobalHandwashingDay!

How can #healthworkers reduce infections and increase patient satisfaction in 2 minutes? #Handwashing!  
#GlobalHandwashingDay

35% of healthcare facilities in developing countries lack soap&water. Let's ensure #handwashing everywhere @WHO #GlobalHandwashingDay

Good #handwashing = key part of fight against undernutrition. Make it a habit this #GlobalHandwashingDay! Learn more <http://bit.ly/28JBx6>

#Sanitation & #handwashing go hand-in-hand. #Hygiene is critical for the success of #CLTS programs!  
#GlobalHandwashingDay

Good #hygiene helps to ensure efforts to #EndTrachoma & other neglected tropical diseases are sustained #NTDS #GlobalHandwashingDay

## Sample Facebook Posts

These posts can be used to promote Global Handwashing Day from your personal or organizational page. Use the hashtag #GlobalHandwashingDay to help others find your posts, and follow [Global Handwashing Day](#) on Facebook.

This Global Handwashing Day we are celebrating all the benefits of washing our hands! Handwashing with soap can help fight undernutrition, keep kids healthy and in school, and save lives. To achieve these benefits, handwashing must be practiced at key times—such as before eating and after using the toilet— by everyone. Learn more about how handwashing can help individuals, communities, and countries build healthy futures at [www.globalhandwashing.org](http://www.globalhandwashing.org).

How can we make sure everyone benefits from handwashing? Ensuring access to hygiene facilities, such as handwashing stations with soap and water, is important, but only the first step. Behavior change is essential for making handwashing a habit and ensuring people wash their hands thoroughly at critical times. Learn more about hygiene behavior change this Global Handwashing Day: <http://bit.ly/253fWC1>.

Handwashing with soap after using the toilet and before eating can keep students healthy and ready to learn. Each year 242 million school days are missed due to diarrhea. Make sure children have access to handwashing facilities with soap at school and at home, and teach good handwashing habits to keep kids on track for a healthy future! Learn more about Global Handwashing Day at [www.globalhandwashingday.org](http://www.globalhandwashingday.org).

Which tools can help health workers improve quality of care, reduce risk of infections, and prevent disease? Soap and water! Everyone deserves access to care in a clean, safe environment, but 35% of healthcare facilities in low- and middle-income countries lack these resources. Learn more about why access to handwashing resources in healthcare facilities needs to be a political priority at [www.globalhandwashing.org](http://www.globalhandwashing.org).

## Images and Graphics

Photos, graphics, and other images help make your social media posts eye-catching. You can download the Global Handwashing Day logo, twitter banner, and other images from the [Global Handwashing Day site](#). You can also use your own photos, find images on [Photoshare](#), or even search for GIFs on [GIPHY](#).



## Blog Posts

Consider writing a blog post on the importance of handwashing with soap. These posts should include easy, specific ways for readers to take action.

Possible blog post topics could include:

- Explanation of the importance of handwashing with soap in health, education, and nutrition.
- How your organization is helping people and communities practice handwashing with soap. For instance, this could include:
  - Stories of parents advocating for schools to keep soap at handwashing stations,
  - Lessons learned about how to develop and sustain handwashing behaviors,
  - Commitments by community or religious leaders to make hygiene a priority in their communities by always practicing good handwashing
- New research or facts about the benefits of handwashing, and examples of how you promote handwashing behavior change
- Success stories and anecdotes about handwashing with soap, such as a profile on a school that teaches children to wash their hands with soap, or a health facility with newly-updated handwashing facilities.

In addition to writing a blog for your own website, you may wish to pitch a blog to other organizations. Some organizations or bloggers that would be interested in writing about handwashing include:

- Local schools and/or school districts
- Local government agencies, such as the local health department
- Blogs about parenting or children's health
- Local hospitals or healthcare facilities
- Private sector (for example, local soap companies)

## Website

A great way to highlight your organization's work on handwashing and hygiene promotion to an audience that might not use social media is through your website. Dedicating a page to Global Handwashing Day, displaying a photo series, or highlighting hygiene programs are all ways that you can use your website to raise awareness about handwashing for Global Handwashing Day.