

**KIDNEY
HEALTH**
FOR EVERYONE
EVERYWHERE



World Kidney Day
is a joint initiative of



International Federation
of Kidney Foundations

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A Guide to Social Media

Social media is a powerful tool to engage with people, increase awareness of both World Kidney Day and kidney health generally and to accelerate word of mouth. Here is a simple guide to help you make the most of social media to support your World Kidney Day activities.

What is social media?

Social media is the social interaction among people in which they create, share or exchange information, ideas, and pictures/videos in [virtual communities](#) and [networks](#) (http://en.wikipedia.org/wiki/Social_media)

Why use social media?

Social media has become an integrated and constant part of our everyday lives, and conversations are taking place online every minute of every day. If you want to raise awareness of an activity or an event you are involved in, particularly in the lead up to World Kidney Day, being part of those conversations or indeed starting one, is a simple way to do so.

For the 2019 campaign in the UK we are also planning to release a series of 'kidney facts' to be shared through social media during March leading up to World Kidney Day. By using your own social media platforms, you can help spread these far and wide and help them to go 'viral'.

Social media platforms:

There are hundreds available but some of the main platforms include Twitter, Facebook, Instagram, YouTube, Pinterest, & LinkedIn, WhatsApp.

Facebook - www.facebook.com

Joining Facebook takes little more than a visit to www.facebook.com. It's free and really easy to sign up to using the sign up form on the homepage (for a personal profile). If you need to make a "page" for a cause or business, go to the "Create a Page" section of the site. Facebook allows you to upload details of your event to help spread the word. This is called a post. You can post and share regular updates or useful information to the people that 'like' your page. A good place for you to start is to 'Like' our page www.facebook.com/worldkidneydayuk. It is also a great place to post information and photos for any activities you are planning to support the day.

World Kidney Day in the UK is led by
the Kidney Charities Together Group



Contact us...

0300 303 1100 • info@worldkidneyday.co.uk • www.worldkidneyday.co.uk

[@kidneydayUK](https://twitter.com/kidneydayUK) and use [#worldkidneyday](https://twitter.com/worldkidneyday) www.facebook.com/worldkidneydayuk

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Twitter – www.twitter.com

Twitter is just as simple to sign up to. You can join by entering your name, email, and password on the home page. That's all you need to do to get going. The site allows you to share news updates, links or one-liners. This is called a tweet. You are also able to share photos, videos, communicate with and follow people from around the world.

A hashtag is a word or an un-spaced phrase prefixed with the hash symbol #. Words in messages on Twitter can be tagged by putting "#" before them. Hashtags also make it possible to group messages.

World Kidney Day UK is already on Twitter @**kidneydayUK** – take a look, follow us and use the hashtags #**worldkidneyday** to help keep up momentum.

Any photos or videos taken at your World Kidney Day event can be sent to your local media and community websites as well as Facebook and Twitter. Make sure you get creative, the more eye-catching they are, the better!

Social media DOs and DON'Ts:

Be responsive – If someone responds to something you've said, be pro-active and follow up quickly (e.g. 24 hours).

Be yourself – Use your real name and identify what your role is and provide your own unique and individual perspective (include others in your posts by using @ or #).

Build a following – Promote yourself and World Kidney Day by finding and sharing information that will be interesting to your friends and followers and useful for them to share.

Know you're always "on" – You will be representing World Kidney Day so assume your social media usage is visible to all. Think about what you say and manage what and with whom you are sharing.

Be respectful – Do not make remarks that are off topic or offensive. Always demonstrate respect for others' points of view and don't forget to use proper English (including correct spelling, punctuations and grammar, not txt spk).

Responsibility – You are personally responsible for the content of your social media posts and can be held liable for any content deemed to be defamatory, obscene or offensive, proprietary or libelous.

Always give proper credit – It's OK to quote or re-tweet others, but be sure to credit your sources when posting a link or information gathered from elsewhere. (Copyright, privacy, and other laws that apply offline apply online as well.)

Think ahead – Protect yourself and your privacy. What you publish is widely accessible and will be around for a long time so consider the content carefully.

There are lots of helpful Twitter and Facebook 'how to guides' online if you need a bit of extra help. The best advice we can give is to give it a go and see how you get on.

Take a look at other sites like ours and see what we are doing.

GOOD LUCK.