

The background features four stylized hands in different colors: orange, blue, green, and grey. They are arranged in a circle, with their fingers pointing towards the center. The orange hand is at the top, the blue hand is on the right, the green hand is on the left, and the grey hand is at the bottom.

# **Global Handwashing Day Social Media Toolkit**



## About this Toolkit

The Global Handwashing Day toolkit aims to provide examples and graphics that celebrants can share to amplify key hand hygiene messages. The toolkit includes a series of sample messages that can be used across popular social media platforms, as well as tips for broader campaign communications.

## About Global Handwashing Day

Celebrated every October 15, Global Handwashing Day is an annual global advocacy day dedicated to promoting proper hand hygiene as an easy, effective, and affordable way to prevent diseases and save lives. Based on the latest data, 2 billion people worldwide lack access to basic hygiene services. Global Handwashing Day provides a platform to take action and increase access and practice of hand hygiene to achieve Sustainable Development Goal 6: Clean Water and Sanitation for All.

## Follow us for more

@HandwashingSoap

Global Handwashing Day





# Sample Messages by Platform

Use and adapt these samples messages for your own social media account. These messages can be copy/pasted or adapted to suit your needs.

## Twitter/X

Twitter, recently rebranded to X, is one the largest social networks on the internet. It is an important platform to share your ideas & thoughts and provides a great space for organizations to interact with important issues on a public forum.

### General Messages

Happy #GlobalHandwashingDay! Everyone has a role to play to ensure #CleanHandsareWithinReach. Learn more here: <https://bit.ly/3Yb4R45> [GRAPHIC] [GRAPHIC]

This #GlobalHandwashingDay, we must triple our efforts to reach global hand hygiene targets. Through strong leadership, commitment and action, we can ensure #CleanHandsareWithinReach. [GRAPHIC] [GRAPHIC]

Today is #GlobalHandwashingDay! What are you doing to ensure #CleanHandsareWithinReach? Make a commitment here: <https://bit.ly/3rcMtr3>

### Actionable Messages

This #GlobalHandwashingDay, governments should lead the way, strengthening national hand hygiene efforts and measuring hand hygiene progress, to ensure #CleanHandsareWithinReach. Learn more here: <https://bit.ly/3Yb4R45> [GRAPHIC]

This #GlobalHandwashingDay, donors should increase and sustain hand hygiene investments to ensure #CleanHandsareWithinReach. Learn more here :<https://bit.ly/3Yb4R45> [GRAPHIC]



This #GlobalHandwashingDay, advocates should unite for clean hands and work together to ensure #CleanHandsareWithinReach within their community. Learn more here: <https://bit.ly/3Yb4R45> [GRAPHIC]

This #GlobalHandwashingDay, youth should share their creativity through the #CreatingCleanHandsContest2023. Learn more here: <https://bit.ly/3Yb4R45> [GRAPHIC]

This #GlobalHandwashingDay, everyone should promote clean hands within schools, healthcare facilities, workplaces, and other community settings. Learn more here: <https://bit.ly/3Yb4R45> [GRAPHIC]

This #GlobalHandwashingDay, everyone should WASH THEIR HANDS!  
#CleanHandsareWithinReach Learn more here: <https://bit.ly/3Yb4R45> [GRAPHIC]

### Integrated Messages

Gender plays a significant role in a person's hand hygiene needs, yet implicit gender bias remains within some hand hygiene programs. This #GlobalHandwashingDay, programs must reflect on how they address gender equity at all stages during program design and implementation.

Handwashing stations are often not designed for people with disabilities, leaving many unable to wash their hands when needed. To ensure #CleanHandsareWithinReach, we must address disparities in hand hygiene facilities. Learn more here: <https://bit.ly/3hHqvZ3>

WASH is a critical element of #AMR interventions! Good hand hygiene can reduce the spread of pathogens and the possibility of antimicrobial resistance developing. Learn more about the link between AMR and WASH here: <https://bit.ly/3gcaIRT>

Hygiene and efforts to #BeatNTDs go hand in hand. This #GlobalHandwashingDay, we encourage those from the WASH and NTD sectors to find more ways to collaborate and accomplish more together.



## Facebook or LinkedIn

Both Facebook and LinkedIn provide an opportunity to share longer form content. Facebook is a great platform to reach personal networks and groups, while LinkedIn has become an important platform to amplify messages among a person's professional networks.

### Sample Messages

Happy #GlobalHandwashingDay! Everyone, everywhere deserves the chance to have clean hands within reach, which can only happen if everyone works together. This Global Handwashing Day, we all have a role to play to ensure clean hands are within reach. Learn more here: <https://bit.ly/3Yb4R45> [GRAPHIC] [GRAPHIC]

Happy #GlobalHandwashingDay! How can we ensure #CleanHandsareWithinReach? 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. Check out the latest research here: <https://bit.ly/3Pm1gxC> [GRAPHIC] [GRAPHIC]

Proper hand hygiene can help fight undernutrition, keep kids healthy and in school, and save lives. To achieve these benefits, it must be practiced regularly at key times –such as before eating or cooking, and after using the toilet – by everyone. Share how you're working to ensure #CleanHandsareWithinReach in the comments!



Where possible, graphics are linked next to Global Handwashing Day sample messages; however, you can also add your own photo or graphic to personalize the message to your audience!



## Instagram

Instagram is a photo and video-driven platform. While captions can be longer, it may be important to keep messages short and instead leverage the use of photos and graphics to convey your message. **For sample messages, see the Twitter/X section above.**



Instagram is a great platform to capture personal experiences and stories. Use this platform to share about a specific project or hand hygiene activity you have been working on.

## Other Communications Platforms

It is important to consider the most effective platform for your region and audience. For example, WhatsApp and WeChat are both used prominently in different regions of the world and can be used for campaign communications. Beyond social media and networking platforms, it is also important to consider traditional websites and media to share hand hygiene messages and content.

No matter what platform you use to spread hand hygiene messages, make sure to use appropriate hashtags and keywords, such as **#GlobalHandwashingDay** and **#CleanHandsareWithinReach**. This allows us to track the reach and impact of Global Handwashing Day more accurately.