

World TB Day 2016 social media campaign: #UnitetoEndTB

Media

Twitter & Facebook

How it works:

We work best when **we work together** and nobody can succeed alone: What we want everyone to understand is that in order to successfully fight TB, we need to act collectively: **Unite to End TB.**

Participants in the campaign are invited to share one of **their favorite memories of a moment with friends** through a picture. The memories serve to show the people we love, care for and respect how we feel about them and to celebrate our friendships, while at the same time giving a chance to speak out about the injustice of TB killing 3 people every minute globally.

The messages are motivating and inspire urgency: If everyone does a little bit we can change things. The challenge gives an opportunity to people to share something personal and moving with their community on social media. At the same time, the campaign is an opportunity to show one's concern and to do something about it by **actively spreading the message**, through posts and by **challenging 3 friends**.

Campaign text

Below you can find the campaign text, sample tweets and sample Facebook messages, which can be widely distributed. Alternatively, partners can link to the following page:

http://www.stoptb.org/events/world_tb_day/2016/whatcanido.asp

Join the **#UnitetoEndTB** campaign:

Together we can do anything

24th of March marks World TB Day and gives us the perfect opportunity to stop and think about where we are in the fight against tuberculosis, a disease which is transmitted by air and does not discriminate. Despite being entirely curable, TB is the world's most deadly infectious disease, still **killing 3 people every minute**: 3 mothers, 3 sons, 3 friends ...

TB can be tested and cured. However, what we lack to fight TB and make it a disease of the past is attention and funding. We at the Stop TB Partnership are working hard to End TB, but like anyone, we can't do it alone. So here is what you can do: **Help us get the word out!**

Let's speak up to put an end to this preventable and curable disease that can affect any of us and show that partnership, friendship and love really do conquer all. Unite to End TB!

This is how it works:

1) Choose a picture of one of your amazing moments of friendship

Whether it's that epic night out with your bestie or quality time in with that one special person: tell us about your most prized memory with the people you love you value or you care for - because we're all better when we work together.

2) Share it on Facebook or Twitter

Post the picture on social media and write down what it meant to you. Make sure to include #UnitetoEndTB.

3) Challenge 3 friends

Choose three friends and challenge them to share a photo of one of their all-time favorite moments by tagging them.

4) Go to our #UnitetoEndTB Wall

Go to http://stoptb.org/events/world_tb_day/2016/multimedia.asp to find other people's posts and maybe yours.

Need some help getting started with the campaign?

Help us get the word out. All together we're invincible, so let's #UnitetoEndTB! Feel free to copy and adapt the following messages on Twitter and Facebook along with your photo and memory:

Twitter:

- Good times, good company! Share a #BFFmoment & tag 3 friends to do the same. We're better together #UnitetoEndTB
- Always partners in crime! Share UR fav #friendsmoment & tag 3 2do the same. Together we can do it all: #UnitetoEndTB

Facebook:

- We make an amazing team!
Because I know that together we can do anything: 24th of March is World TB Day and too many people think that TB is a thing of the past, while it actually kills more people every year than Malaria or AIDS. Did you know TB is curable? There is just a lack in political will and dedicated funding to

- Still crazy about you! Share your favorite #friendsmoment & tag 3 to do the same. All as one: we can #UnitetoEndTB

- Remember this as if it was yesterday! Share your favorite #friendsmoment & tag 3 to do the same. Let's #UnitetoEndTB

- Thinking of you! Your turn 2 share UR favorite #moment w friends! Tag 3 2do the same. We can do it all #UnitetoEndTB

- Bring the #Love: Share your favorite #friends #moment & tag 3 others to do the same. Better together #UnitetoEndTB

- Join the #UnitetoEndTB campaign: Share your fav #BFFmoment pic & tag 3 friends 2do the same http://stoptb.org/events/world_tb_day/2016/whatcanido.asp

- We're indestructible! Share your favorite #friends #moment pic & tag 3 others to do the same. All as 1 #UnitetoEndTB

- We're a team! What's your favorite #friends #moment? Tag 3 to do the same. Together we can do it all #UnitetoEndTB

- What was your favorite moment w/t people you love? This is mine! Join us - #UnitetoEndTB: http://stoptb.org/events/world_tb_day/2016/whatcanido.asp

- Support #UnitetoEndTB: Share your favorite Best Friends moment picture & tag 3 people to do the same. Mine's this:

- Support the #UnitetoEndTB campaign: Share a picture of your favorite moment of #love & tag 3 people to do the same!

seriously tackle the issue and do more TB research. If we all speak up we can end TB. Join the #UnitetoEndTB campaign: http://stoptb.org/events/world_tb_day/2016/whatcanido.asp

[three friends]: Your turn to share one of your favorite moments with friends as well.

- Remember this as if it was yesterday!

Because I know no one can go at it alone. Actually, 24th of March is World TB Day: Did you know TB still kills three people every minute, while it's curable? Too many cases simply go undetected. So spread the word: let's help people get diagnosed and treated! If you have a cough, get tested! Join the #UnitetoEndTB campaign: http://stoptb.org/events/world_tb_day/2016/whatcanido.asp

I challenge [three friends] to share one of your favorite moments of love as well, because love really can conquer all!

- Thinking of you!

This goes to show that what we do together we do better: 24th of March is World TB Day and a lot of people believe that TB isn't around anymore, while it actually kills 3 people every minute. Did you know TB is curable? Too many people have lost friends to TB. If we speak up together we can put a stop to this. Join the campaign & spread the word:

http://stoptb.org/events/world_tb_day/2016/whatcanido.asp #UnitetoEndTB

Up to you now [three friends]: What's your favorite memory with friends?

- Remember this?

I believe that if we stand together we can do anything. 24th of March is World TB Day and TB does not discriminate. The disease is transmitted by air and anyone can be affected, yet people are reluctant to talk about TB. Let's spread the word and end stigma. Join the #UnitetoEndTB campaign: http://stoptb.org/events/world_tb_day/2016/whatcanido.asp

Tagging [three friends] to share your all-time favorite moment with friends.

Fast facts on Tuberculosis to tweet

- #DYK tuberculosis is curable and still kills 3 people each minute? Join the #UnitetoEndTB campaign http://www.stoptb.org/events/world_tb_day/2016/whatcanido.asp via @StopTB
- #DYK tuberculosis kills more people annually than AIDS or malaria? Join the #UnitetoEndTB campaign http://www.stoptb.org/events/world_tb_day/2016/ via @StopTB
- #DYK TB doesn't discriminate? It's transmitted by air & can affect anyone. Let's #UnitetoEndTB http://www.stoptb.org/events/world_tb_day/2016/ via @StopTB
- #DYK More women die of TB annually than of all causes of maternal mortality combined? #UnitetoEndTB http://www.stoptb.org/events/world_tb_day/2016/ via @StopTB
- #DYK in 2014, 500,000 people developed the much harder to treat Multidrug-resistant TB? #UnitetoEndTB http://www.stoptb.org/events/world_tb_day/2016/ via @StopTB
- #DYK TB is curable, but the number of people falling ill only declines 1.5% a year. #UnitetoEndTB http://www.stoptb.org/events/world_tb_day/2016/ via @StopTB