



WORLD  
HEART  
DAY

29 SEPTEMBER



# SOCIAL MEDIA TOOLKIT 2019



MY HEART, YOUR HEART



worldheartday.org  
#worldheartday

in partnership with









# HELP SPREAD THE WORD

## TIPS ON HOW TO PROMOTE WHD TO SOCIAL MEDIA

Social media is the perfect platform to help you achieve your **World Heart Day (WHD)** goals. It allows you to communicate key messages, promote activities and spread the word about good heart health. The tips and suggestions in this toolkit will help you to maximize the impact of your digital communications and make **World Heart Day** even more successful than ever!



### Official WHD profiles

-  [facebook.com/worldheartday](https://facebook.com/worldheartday)
-  [instagram.com/worldheartday](https://instagram.com/worldheartday)
-  [twitter.com/worldheartfed](https://twitter.com/worldheartfed)
-  [linkedin.com/company/world-heart-federation](https://linkedin.com/company/world-heart-federation)

These are our official social media profiles. Mentioning these profiles will allow more people to see your posts, achieving greater reach and visibility.

### Official WHD hashtag

#WorldHeartDay

The official hashtag for World Heart Day is **#WorldHeartDay**. All publications on social media should include this tag, along with any other tags that may be relevant to your activity.

The WHF website will feature a 'social wall' with all Instagram, Twitter and Facebook posts that include the hashtag **#WorldHeartDay**. This will boost the visibility of all WHD posts ... an incredible symbol of the whole world coming together to spread the word about living heart-healthy lives.

WORLD HEART DAY OFFICIAL HASHTAG

**#worldheartday**



# WORLD HEART DAY CAMPAIGN 2019

## BE A HEART HERO

'MY HEART, YOUR HEART' is about bringing people together and creating a sense of commitment around the common issues related to heart health.

It is a concept that allows us to educate, inspire and motivate people to look after their hearts. It is personal, simple and encompassing. It's about saying to ourselves, the people we care for and individuals all around the world, "What can I do right now to look after my heart... and your heart?"

On World Heart Day, we will ask people to BE A HEART HERO by making a simple promise to someone they love or care about. A promise to eat more healthily, to be more active, to say no to smoking... Our aim is to educate, inspire and motivate people to keep their hearts healthy, while encouraging them to act as influencers themselves.

CVD is the world's number one killer today. But it doesn't need to be this way. By making just a few small changes to our lives, we can reduce our risk of heart disease and stroke, as well as improving our quality of life and setting a good example for the next generation.



# CALL TO ACTION

## BE A HEART HERO

We believe that every heartbeat matters. So this World Heart Day, we want everyone to be Heart Heroes by making a promise:

- A promise to our families to cook and eat more healthily, exercise more and stop using tobacco
- A promise to our children to help them to be more active and to say no to smoking
- A promise as healthcare professionals to help patients give up smoking and lower their cholesterol, and to raise awareness of all the causes of CVD

A promise for MY HEART, YOUR HEART



## CREATE YOUR OWN HEART HERO POSTER

In our webpage we have four posters to choose from in a number of languages and a social media image you can use for sharing online.

- The Promises poster lets you make your own heart pledge to someone you care about.
- The Heart Hero/Heroes posters let you add your own photo and a short statement about your commitment to heart health.
- There's also a poster for healthcare professionals to show their dedication to fighting cardiovascular disease.

Make your poster now and share it on your social networks and website, or print it out and display it in your schools, offices, clinics and hospitals.



# HOW TO CREATE CONTENT FOR YOUR SOCIAL MEDIA CHANNELS (1/4)

We encourage you to use WHD to raise awareness of cardiovascular health with your followers and close community. Here are some ready-made posts that we hope will make it easy for you to publish CVD content or inspire you to create your own publications:

## BE A HEART HERO - MAKE A PROMISE

This year we're asking people around the world to be a Heart Hero by making a promise... for MY HEART, for YOUR HEART, for ALL OUR HEARTS [bit.ly/2Ow10tP](https://bit.ly/2Ow10tP) <□> #WorldHeartDay

Celebrate #WorldHeartDay by promising to take care of your heart health. Visit [bit.ly/2Ow10tP](https://bit.ly/2Ow10tP) and be a HEART HERO for your community <□>

This year I would be a HEART HERO ... For my heart, for your heart, for all our hearts [bit.ly/2Ow10tP](https://bit.ly/2Ow10tP) <□> #WorldHeartDay

Get involved on #WorldHeartDay by making a promise for your heart. Change your habits, change your world [bit.ly/2Ow10tP](https://bit.ly/2Ow10tP) <♥>

Celebrate #WorldHeartDay by promising to take care of your heart health. Visit [bit.ly/2Ow10tP](https://bit.ly/2Ow10tP) and be a HEART HERO for your community <□>

Big actions start with a small symbol <♥>. Make your promise on #WorldHeartDay to join the fight against cardiovascular disease, the world's number 1 killer [bit.ly/2Ow10tP](https://bit.ly/2Ow10tP)

#WorldHeartDay is the perfect moment to say no to smoking and help your loved ones to stop. Make a promise for MY HEART, for YOUR HEART, for ALL OUR HEARTS [bit.ly/2Ow10tP](https://bit.ly/2Ow10tP) <♥> #WorldHeartDay

Make a promise and help make #WorldHeartDay bigger than ever. Use our widget to raise awareness of cardiovascular disease [bit.ly/2Ow10tP](https://bit.ly/2Ow10tP) <♥>

#WorldHeartDay 2019 is all about saying to yourself, the people you care about and individuals all around the world, "what can I do right now to look after MY HEART... and YOUR HEART?" [bit.ly/2Ow10tP](https://bit.ly/2Ow10tP) <♥>

Choose your promise, take a picture and help prevent CVD by changing habits. BE A HERO for MY HEART, for YOUR HEART, for ALL OUR HEARTS [bit.ly/2Ow10tP](https://bit.ly/2Ow10tP) <□> #WorldHeartDay





## HOW TO CREATE CONTENT FOR YOUR SOCIAL MEDIA CHANNELS (2/4)

### CELEBRATE WORLD HEART DAY

Today is #WorldHeartDay! Join our community and help us raise awareness of CVD and good heart health [worldheartday.org](http://worldheartday.org)

See some of the thousands of activities and events organized around the world to celebrate #WorldHeartDay at [worldheartday.org](http://worldheartday.org)

Come and join us! Today we are celebrating #WorldHeartDay to encourage people to take action for the good of their heart health [worldheartday.org](http://worldheartday.org)

Today the world celebrates #WorldHeartDay. Want to know more? Visit [worldheartday.org](http://worldheartday.org)

We need you! Today we're celebrating #WorldHeartDay across the globe. Come and join us to raise awareness of cardiovascular disease! [worldheartday.org](http://worldheartday.org)

29 September is #WorldHeartDay. The day the world joins the fight against the world's biggest killer, cardiovascular disease. Find out more at [worldheartday.org](http://worldheartday.org)

Join us to raise awareness of heart health in your community #WorldHeartDay

Let's work together to prevent heart disease and stroke. Join us on #WorldHeartDay

#WorldHeartDay is an initiative of @worldheartfed to raise awareness of cardiovascular disease [worldheartday.org](http://worldheartday.org)

On #WorldHeartDay, join us and find out what you can do to improve your, and the world's, heart health [worldheartday.org](http://worldheartday.org)



## HOW TO CREATE CONTENT FOR YOUR SOCIAL MEDIA CHANNELS (3/4)

### TALK ABOUT CARDIOVASCULAR DISEASE

Take a minute to think about your ♥, because heart health is at the heart of all health #WorldHeartDay

Cardiovascular disease, including heart disease and stroke, kills over 17.9 million people every year and is the leading cause of death and disability in the world #WorldHeartDay

A third of all deaths on the planet are caused by CVD every year. I'm taking care of my ♥. Are you taking care of yours? #WorldHeartDay

80% of premature deaths from CVD could be avoided if risk factors are controlled: tobacco use, unhealthy diet, physical inactivity and alcohol #WorldHeartDay

Tobacco kills 8 million people a year and is estimated to cause nearly 10% of cardiovascular disease worldheartday.org #WorldHeartDay

Around 425 million adults worldwide are affected by #diabetes. This year on #WorldHeartDay we want to emphasize how making simple changes to your daily habits can make a big difference. For MY HEART, for YOUR HEART, for ALL OUR HEARTS < ♥ >

By making just a few changes to our lives, we can reduce our risk of heart disease and stroke, as well as improving our quality of life #WorldHeartDay worldheartday.org

Poverty, a chronically stressful life, social isolation, anxiety and depression all increase your risk of CVD #WorldHeartDay worldheartday.org

1 in 5 people will develop heart failure in their lifetimes. Heart failure is the number one cause of hospitalization and there are 26 million heart failure patients worldwide. #WorldHeartDay

30 minutes of activity a day, giving up smoking and eating a healthy diet can help prevent heart disease and stroke #WorldHeartDay worldheartday.org

The burden of cardiovascular disease CAN be reduced. But we must all act now #WorldHeartDay

At any one time, the number of cases of heart failure worldwide has been estimated at 26 million. Add in the estimated number of undiagnosed cases and the figure rises to 37.7 million, with increasing numbers reported every year #WorldHeartDay

Your heart is the strongest muscle in your body. If you live to be 70, your heart will have beaten two and a half billion times. worldheartday.org #WorldHeartDay

Learn more about transthyretin amyloid cardiomyopathy or ATTR-CM, a form of cardiac amyloidosis. This rare disease is underdiagnosed and results in progressive heart failure. Help us to improve the heart health of everyone, everywhere: for MY HEART, for YOUR HEART <http://bit.ly/2kqorLv> #WorldHeartDay <♥>

Cerebrovascular disease (stroke) is responsible for 6.2 million of the total CVD deaths per year worldheartday.org #WorldHeartDay





# HOW TO CREATE CONTENT FOR YOUR SOCIAL MEDIA CHANNELS (4/4)

## PROMOTE YOUR ACTIVITIES

### Tell them what you're doing

Share details about activities you are organizing and don't forget to pin them to the official World Heart Day Worldwide Activities Map. ([worldheartday.org/worldwide-activities](http://worldheartday.org/worldwide-activities))

### Repeat & change times

Repeat your posts and tweets at different times of the day to maximize the chance of reaching your target audience.

### Plan in advance

Let people know in advance what you are organizing so that they can make plans to attend. Make sure you highlight the time, place and directions of how to get there.

### Countdown

Increase anticipation with a countdown, such as "there are only 10 days left".

### Use the official hashtag

Don't forget to always tag your content on social media with the **#WorldHeartDay** hashtag so that your activity can be seen by people around the world on our social wall!





## USEFUL RESOURCES FOR SOCIAL MEDIA

We have prepared a range of **Campaign Resources** for you to use on your own social media channels, to customize your profiles or as part of your content plan.

They are customizable and can be downloaded from [www.worldheartday.org](http://www.worldheartday.org). Our Resources are available

in several languages and can also be translated into others and adapted to each community and specific activity. When appropriate, we recommended adapting these materials using facts and figures from your own country. Please follow the guidelines on using the WHD Resources you will find in your specific toolkit.

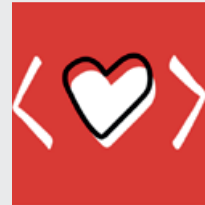
[worldheartday.org/materials](http://worldheartday.org/materials)



### Logos



### Avatars



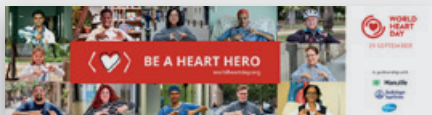
### Facebook cover



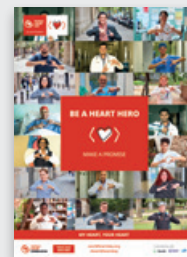
### Pre-designed social posts



### Online banners



### Heart Hero poster



This year we made our Campaign Resources and logo available in several languages. Download them from [worldheartday.org/materials](http://worldheartday.org/materials)



# TIPS FOR... FACEBOOK



- **Get more likes!** Your WHD publications are likely to make your profile more visible to new users, who will probably 'like' your page to get news and updates about your organization.
- **Be short and to the point.** Avoid long messages, keep posts to between 100 and 200 characters to attract attention and encourage your contacts to share them.
- **Creativity boosts impact.** Facebook is an excellent channel for explaining actions related to WHD as it allows you to use a large variety of resources (photos, videos, GIFs, etc.). Be original and offer added value to your audience: exclusive information, eye-catching images, infographics, etc.
- **Images made easy.** Facebook has some very easy to use tools to create attractive publications. Explore stickers, texts with bright background colors, polls, 360° photos or live videos. Being creative is easier than you think!
- **Create conversations.** On Facebook it is very important to interact and connect with people, so you should encourage your audience to share their opinions and comments. Ask them about your event! Taking an active interest in their content is a good way to get your audience actively involved in your WHD publications.
- **Know your audience.** You know, better than anyone, what type of content is interesting to your followers, or what time your fans write more direct messages to you. Use this information to make your publications about WHD more successful.
- **Listen and respond.** It is important that you respond quickly to the comments received so that your followers know that there is someone listening. This will encourage participation.
- **Image is key.** Choose photos and videos that will capture the attention of your audience and be interesting enough for them to share with their contacts.
- **Direct traffic to the website.** WHD is an excellent opportunity for your target audiences to visit your website. Include links in your messages to drive as much traffic as possible.
- **Be practical.** To better manage your time, you can schedule the sending of your messages in advance by simply selecting a date and time in the lower right corner of the sharing tool on your page.
- **Stay up to date.** Follow all WHD activities and share content mentioning your official Facebook so your contacts can stay up to date with all the news.
- **The more, the better!** Create an open event to spread your activity among contacts and make sure that participants can invite others.



# TIPS FOR... TWITTER



## FOLLOW US...

- **Straight to the point.** Although Twitter expanded the length of tweets beyond 140 characters, ideally you should not exceed 120 to 130 characters as this is the best length to get people involved and to retweet more easily. Make sure your message is clear.
- **Be natural.** Avoid formalities and try to make the style of your tweets accessible and friendly. They are your followers for a reason, so they will appreciate authenticity in your reactions and opinions.
- **Share the experience.** Even if they are not physically there, hundreds (or thousands) of people will follow your event through the Internet. It is your opportunity to share information and the overall event experience with the rest of your audience and to make them feel part of it.
- **Connect audiences.** Use the official hashtag, **#WorldHeartDay**. The more people use the same hashtag, the more likely they are to connect with each other and share thoughts and ideas. What's more, hashtags help users follow the topic. When you click on a tag, you can see other tweets about the same topic.
- **Add value.** Your tweets will be more interesting and appealing if you post relevant and attractive information, such as images or videos. Also, always try to include your own opinion in each of the retweets to show you have a more personal approach.
- **To the minute.** One of the biggest attractions of Twitter is information in real time. It is difficult to find time when you participate in an event but commenting and responding in real time to messages energizes the conversation and adds value to the debate. Use a tweet programming tool (such as Hootsuite or TweetDeck) to save time by creating tweets about your event in advance.
- **The best speaker.** Including quotes from your spokespeople is key to boosting the impact of your messages. Do not forget to include the Twitter username of the speaker in your tweet to recognize their work and to achieve greater reach and visibility.
- **All for one.** Follow organizations related to WHD and spread their messages too to generate more interaction and visibility. This helps other potential followers see who you are and what you promote, and who is supporting and contributing to a common cause.
- And of course, **retweet the WHD messages relevant to your community!**



# GET THE MOST OUT OF INSTAGRAM



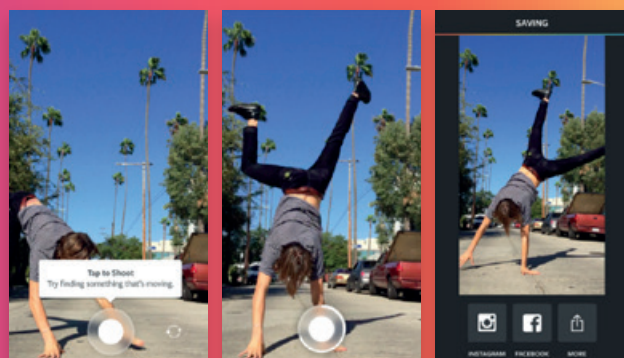
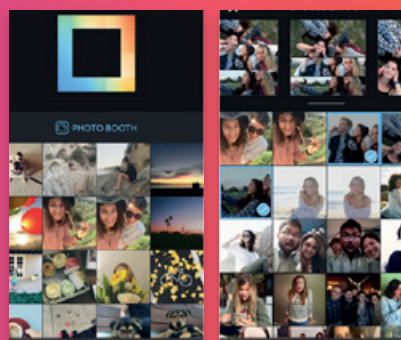
With many millions now using the app every day, there is no shortage of Instagram stats and facts that show how popular it is. Over 40 billion photos have been shared on this platform, to date and the app generates more than 3.5 billion likes everyday. Over 60% of Instagram users log in daily, making it the second most engaged network after Facebook. Without doubt, making the most of Instagram's capabilities to promote your #WorldHeartDay activities is a good idea.

- **Say it with more than one image** We know that there are things you can't say with a single image, Instagram will allow you to select 10 photos and videos to show in one single publication. Select 10 images and simply tap one of the filters at the bottom of the screen to apply this effect to each photo and video you've selected, or tap a photo or video to edit it and add filters individually.

The result, a beautiful carousel slider with all your pictures!

- **Layout: the Picture Masterpiece creator** Photo collages is a trend that has been seen on Instagram for quite some time. With the Instagram Layout app you can select the images you have and it will generate a series of dynamic templates that adapt to the number of images we select. You can now show a whole story in a single image!

- **Forward, backward: using Boomerang** Boomerang is a video app that lets you tell visual stories in a way that's slightly different from a regular video or still photo. Boomerangs look like something in between GIFs and stop motion videos, stitched together with a short burst of photos and combined into one, fluid image. Boomerang video will loop to make it seem your subject is in constant motion, which can be really fun if you're capturing someone moving in an interesting way (like a person jumping or cycling, for example).





# GET THE MOST OUT OF INSTAGRAM

## Tell your story with Stories

Instagram Stories allow users to upload photos and videos (along with the ability to add stickers and other info) to their profiles that would expire after 24 hours. It is one of the most popular tools of Instagram and is used and viewed by millions of people every day.

Use the Stories to tease your audience about the activities you are preparing, or to show in real time what you are doing!

You can also mention other users in your stories, and they will have the opportunity to publish that same Story, which will make you get more reach. Mention **@worldheartday** and we will follow your stories!

Remember to use the **#WorldHeartDay** hashtag in all your posts and encourage your followers to use it as well.



## #WorldHeartDay Stickers

To make your Stories even more interesting, we have prepared some #WorldHeartDay stickers that you can use directly from the Instagram application:

1. Create your Instagram Stories content by taking a photo or recording a video.
2. Tap on the sticker icon at the top of the page. You will see the GIF sticker option alongside other options such as Hashtags, Location or Polling.
3. When you select the GIF sticker, a search bar and currently trending options will appear in the menu. Use the search bar at the top to find #WorldHeartDay brand new stickers.
4. Once you've chosen a sticker to add to your story, you can select and drag it to adjust its size and placement.

Remember to insert **#WorldHeartDay** hashtag and mentioning us (**@worldheartday**) before publishing your Story!





**THANK YOU**





For further information or help on how to promote  
World Heart Day on social media please contact:

**[worldheartday@worldheart.org](mailto:worldheartday@worldheart.org)**