






# SOCIAL MEDIA BASICS

## A GUIDE ON USING DIGITAL CHANNELS TO ACHIEVE CHANGE ON NCDS



## Contents

	<b>Transforming our culture and world</b> An introduction to social media	<b>3</b>
	<b>Top tips and tricks</b> How to use different social media platforms	<b>4</b>
	<b>People, ideas and organisations</b> How to build a social media identity and grow your presence	<b>22</b>
	<b>Demanding action on NCDs</b> How to use social media to achieve change	<b>25</b>
	<b>Our digital power to date</b> How is social media being used across the NCD Alliance?	<b>28</b>
	<b>Useful resources</b>	<b>33</b>
	<b>Help us develop the next edition!</b>	<b>34</b>

This guide has been developed to help members of the NCD civil society community, such as NCD alliances, members and people living with NCDs, begin their social media journey. It shares how strategic use of social media can generate large-scale meaningful change, and should be a crucial tool in the prevention and control of noncommunicable diseases (NCDs) worldwide.

NCD Alliance, June 2018

# Transforming our culture and world

## An introduction to social media

Social media is the collective of online communication channels dedicated to community-based input, interaction, content sharing and collaboration. Social media has rapidly changed the way we communicate personally with one another as well as the way organisations are marketing products and services. Social media has quickly become an essential element of any communications strategy, no matter which stakeholder group needs to be represented.

The participation of civil society to share ideas, advocate for change and demand accountability has evolved immensely, with information being shared faster and further. Citizens can now engage directly with political leaders and fans can message their favourite stars in an instant. The power of social media also comes with a downside, opening the door to many issues; for example, the spread of false news – something that social media giants are constantly coming up with new ways to tackle.

Many social campaigns have been primarily carried via social media (e.g. #MeToo, #BlackLivesMatter and the Arab Spring), and today, across many industries, social media is recognised as the best way to engage broad audiences with short and powerful messages. As emphasised in the [NCD Alliance Practical guide on how to build effective national and regional NCD alliances](#), social media as a form of external communication allows an alliance to convey messages to stakeholders in a public environment.

Social media can also be used to ensure accountability and communicate major plans and activities with key stakeholders. Used strategically, social media has the potential to generate large-scale positive change, a crucial tool in the prevention and control of noncommunicable diseases (NCDs) worldwide.

This guide has been developed to help members of the NCD civil society community, such as NCD alliances, members and people living with NCDs, begin their social media journey. Look out for companion resources such as '[Campaign Fuel](#)' which provides guidance on specific campaigns or for specific groups.

# Top tips and tricks

## How to use different social media platforms

Social media accounts are often free - this is made possible because the main income stream for many social media platforms is advertising. Alternately, some platforms are free for entry level accounts, and additional user benefits and access are granted to paying members (e.g. LinkedIn). Either way, social media presents a resource-light way to establish an online presence, particularly when resources for websites are not available and/or when building a community is of significant importance. The following are some of the most commonly used terms across a variety of social media platforms:

**News Feed** is about Friends; **Timeline** is about You

The primary homepage feature when logging in to a social media account is often a "**news feed**"; also known as a "homepage timeline," which shows what a user's friends and people they follow have shared. Across many platforms, the News Feed is chronological (e.g. Twitter), showing the latest content first. However, some social media platforms (e.g. Facebook) use algorithms to show preferred content first.

The primary feature on a social media profile page is commonly referred to as a "**timeline**"; and is also known as a "wall." The timeline captures a user's own activity, showing the latest content at the top. This order can be adjusted by pinning content to be featured first (e.g. Twitter and Facebook) or by other means, like pinning story highlights on Instagram so they appear before the timeline.

During 2018, the NCD Alliance is leading the ENOUGH campaign toward the third UN High-Level Meeting on NCDs. Social media linked to the campaign uses the hashtag #enoughNCDs.

[twitter.com/hashtag/enoughNCDs](https://twitter.com/hashtag/enoughNCDs)

**Hashtags, Handles and Tagging**

**Hashtags** are a word or phrase preceded by the number, hash or pound sign (#) to identify messages on a specific topic. When a hashtag is very specific, for example #SmokingTaxSavesLives, the conversation can be tracked by clicking on the hashtag, making it easier to engage and report on the topic.

A personal ID, profile name or username is the unique identifier for each social media account. For the benefit of recognition, recall and engagement, it is best to use the same username across social media platforms where possible. It is also advised to keep usernames short (due to word count limits) and memorable, to ensure the username can be easily recalled and mentioned by other users frequently. Most commonly, users choose their full names or full organisation names or as close to these as possible with alternative spelling, adding relevant words and using acronyms.

A username is also identified as a **handle**, especially when triggered on most platforms by placing an at-sign (@) before the profile name. In most cases when a user's handle is used in a social media post, that user will receive a notification - this is known as "**tagging**". Strategically tagging another user's handle is an incredibly useful way to engage and inform other organisations, influential users and key contacts about a key message. It is this aspect in particular which has significantly closed the gap between high profile individuals and their fans and critics - it acts as a direct line of engagement.

# Facebook

Facebook is the largest social network in the world. Joining is free, it's simple to use and it allows users to connect with friends, family and other people and organisations. Users can share photos, videos, status updates and content from anywhere on the web.

Users join Facebook at [facebook.com](https://www.facebook.com) or via the smartphone application with a mobile phone number or an email address, along with personal information including a name and date of birth. Profiles can be personalised by adding profile pictures, a cover photo and contacts that allow users to connect with people they know by searching with a name, mobile number or email address. Users must be at least 13 years old.

Facebook is continuously evolving its own role in how it contributes to social good. For example, its Safety Check (sometimes called Facebook Crisis Response) is a feature that helps quickly determine whether people are safe in geographical areas affected by natural or man-made disasters. Facebook has announced that, as of 2018, it plans to make changes to reduce the amount of misinformation shared across the network and to better inform users about how their data is used.

Facebook by numbers		Date
	Active users <b>2.1 billion</b>	April 2017
	Largest user groups <b>Men aged 18-24 and men aged 25-34 at 17% each</b>	Jan 2018
	Countries with most users <b>India United States Brazil</b>	Jan 2018
	Most popular individual fan pages <b>Cristiano Ronaldo Shakira Vin Diesel</b>	Dec 2017

Source: [www.statista.com](http://www.statista.com)

For more about Facebook's changes to make its platform safer, read their statement (April, 2018) here:



and for more information about safety on social media, see the section "**How to be safe and constructive**".

# Facebook for organisations

Facebook prides itself on being a platform that empowers organisations to mobilise communities, organise events, increase fundraising and reduce costs with online tools. With a Facebook account, there are a number of ways the platform can be mobilised to deliver results for a social cause, including setting up a Facebook Group, organising a Facebook Event, and most importantly, setting up a Facebook Page.

## Facebook Groups

Facebook Groups allow communities of like-minded individuals connect with one another to share exclusive updates, photos, videos and events. Groups typically have a clear purpose and rules of engagement to ensure that the group is useful for all members. For example, a “local fruit and vegetable recipes” group may have thousands of members ready to discuss new seasonal produce available at the local market and how to cook it, but discussions about the taxation of sugary drinks might be discouraged as there could be other, more suitable groups on the topic of better food and nutrition policy and campaigning.



**Create a group** by selecting the dropdown arrow in the top right corner when logged into Facebook and select the most appropriate type of group from the following three:

### Open

Anyone can view the group, its members, and their posts (e.g. groups to share public health information about NCDs with anyone interested, like the existing group “NCD Action Network”).

### Closed

Anyone can view the group and its members, but only members can see group posts (e.g. groups for people living with NCDs and their supporters in a city, like the existing group “NCDChild Youth Voices Connect”).

### Secret

Only members can see the group or any of its information. People who are not members will not be able to see that the group exists (e.g. groups for members of alliances).

Once established, members can be invited by their name (if already connected to a user profile) or email address. These members can be selected to administer or moderate, which is particularly useful to help moderate discussions, approve new member requests and answer questions in a timely manner.

## Facebook Event

A Facebook Event can be set up by an individual profile or by an organisation's Facebook Page. Public events rally supporters to a specific time and place, and private events limit event visibility to invited guests only and allow for the management of RSVPs. Facebook Events are another mechanism to boost awareness about an organisation and encourage those interested to subscribe to similar events hosted by the same organiser (they will then be notified when new events are added). Event pages allow updates, images and videos to be shared with attendees, avoiding clutter on the timelines of those who are unable to attend the event.

**To create an event**, click "event" at the top of a Facebook Page's timeline and select "Create Event."

+ Create Event

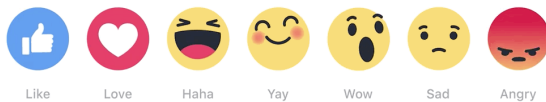
Add an event name, date and time, location, co-hosts (if available), ticket link (if available) and other details along with an event photo. Guests can be invited directly via their personal Facebook account. In addition, public event details can be shared indirectly to anyone, even those without Facebook accounts, by using a Facebook Event URL.

The screenshot shows the 'Create Public Event' form on Facebook. At the top, there is a blue banner with the text: 'You're creating a public event that is visible to anyone on or off Facebook. You won't be able to change it to private later.' Below this, the 'Event Host' section has a dropdown menu to 'Select the Page or profile who will host this event'. The 'Basic Info' section includes a large area for 'Event Photo or Video' with an 'Upload Photo or Video' button. Below that are input fields for 'Event Name' (with a character count of 0/64), 'Location', and 'Frequency' (set to 'Occurs Once'). The 'Starts' and 'Ends' fields are set to 6/21/2018 at 3:00PM and 6:00PM respectively, both in UTC+02. The 'Details' section has a 'Category' dropdown set to 'Select Category' and a 'Description' field with the placeholder text 'Tell people more about the event'. At the bottom, there is a note: 'When you create an event on Facebook the Pages, Groups and Events Policies apply.' and two buttons: 'Save Draft' and 'Create'.

## Facebook Page

A Facebook Page is a public profile specifically created for businesses, brands, celebrities, causes, and organisations. Unlike personal profiles, Facebook Pages do not gain “friends,” but they instead gain “fans,” “supporters” or “followers” when people choose to “like” a page.

Pages should be interesting for existing and prospective supporters. They are a platform to engage and educate people about a cause, encourage them to participate and update them on progress towards an organisation’s mission. On the page, supporters can interact with one another and be inspired to take action by spreading the word, attending events, volunteering or donating funds. People who like a page may see that page’s posts in their News Feed when they visit Facebook. People can **react** to posts, add comments and share them with friends - reactions currently include:



To create a page, select “create a page” from the dropdown arrow in the top right hand corner, choose an organisation type and add details about the organisation. “Enhancements” improve a page’s search engine optimisation (SEO) - this means that the page is more likely to be found through a search engine. Enhancements include the addition of a profile photo, cover photo, a strong overview about the organisation, additional videos and images and the use of events and milestones over time. The better the description (with keywords and spelled out acronyms) the stronger the SEO will be.

A **news post** (also known as a status update) is the most effective way to give regular updates to supporters. The recommended frequency of posting is continuously changing as people change the way they interact with the Facebook platform - the more an audience is understood, the more familiar page managers will become with the ideal post frequency - regularity is key but it must be balanced so that it does not bombard supporters with information and risk communications becoming noisy and irrelevant on news feeds. **One post per day is a good start to begin to understand an audience.**

When creating a news post, page managers can **schedule posts** for a certain date and time (via the dropdown arrow next to “publish”). This is particularly useful and efficient if messages to be shared throughout the week are already known and if there is knowledge of when the majority of supporters will be online (e.g. scheduling Spanish posts for Latin American audiences between 1pm-4pm UTC-3).

News posts can contain multiple types of content including hyperlinks, graphics and videos. When adding a hyperlink, allow time for Facebook to retrieve the **preview** - the text shown in this preview can be edited to make it more engaging for viewers. Once the preview appears, the URL text can be deleted from the post without losing the preview. **Graphics and videos** are important additions to posts to make them stand out in a supporter’s news feed and images can be edited directly on Facebook to add additional elements like text, filters and emojis. As mentioned in the introduction, **tagging** other organisations and profiles in posts by adding “@” before typing the profile name is a good way to alert other users about a page’s presence and activity. It also increases the chances of the post and page to be shared, reaching more potential supporters.

When a significant number of supporters has been recruited, Facebook provides page managers with the option to **restrict post audiences** by location, language, age and gender. For example, if the same update needs to be shared in multiple languages, the post can be restricted so that supporters will only see one post in their language (rather than many posts in languages they may not understand).

**Facebook Live** is another useful tool to stream live videos from a Facebook Page to supporters. Live broadcasting allows important moments to be shared instantly and gives followers an opportunity to connect in real time by reacting, providing feedback (useful if there are technical issues!), asking questions and even contributing funds. To begin a Facebook Live, click “Live Video” at the top of a page’s timeline, set a catchy title and target audience, and all subscribed supporters will receive a notification that the page they are following is now live broadcasting. Facebook Live videos are recorded and can be played back later and downloaded once the broadcast has ended.



## Navigating a Facebook page

This diagram shares the key elements of a typical Facebook Page if accessed via browser on a desktop computer or laptop. Facebook Pages can also be managed easily with similar features using the “Facebook Pages Manager” smartphone application.

The diagram shows a screenshot of a Facebook Page for "Rally for People Living with NCDs". The page layout includes a top navigation bar with "Page", "Inbox", "Notifications", "Insights", "Publishing Tools", "Promotions", "Settings", and "Help". The main content area features a cover photo of a man in a hospital bed, a profile picture, and a post from "Rally for People Living with NCDs" dated 27 March. The post includes a link to an external website, "Advocacy Agenda of People Living with NCDs | NCD Alliance", and a "Boost Post" button. A dropdown arrow is visible at the bottom right of the post.

Annotations and their corresponding elements:

- When supporters send you a message, you can manage the messages here.** (Points to the "Inbox" tab)
- You will receive the latest notifications about supporter activity here.** (Points to the "Notifications" tab)
- You can find out information about your page (growth, reach, engagements) and followers (geographics, age) here.** (Points to the "Insights" tab)
- Share updates (e.g. messages, links, photos) with your supporters here.** (Points to the "Write a post..." button)
- This example post educates supporters about a fact, includes a link to an external website, and it tags another page – encouraging traffic to the NCD Alliance Facebook Page. Supporters can react, comment and share the post.** (Points to the main post content)
- This is a “call to action”, which you can set up to raise funds, encourage supporters to visit a website, sign up to a newsletter etc.** (Points to the "Sign Up" button)
- This dropdown arrow allows you to choose to post as yourself personally or as the Page.** (Points to the dropdown arrow at the bottom right of the post)








By using Twitter, the power of this one-to-many communications platform can be embraced to shape global opinions on different topics. Twitter is about following people known personally, or influencers or organisations that are of interest. It is especially valuable to amplify campaigns, engage participants during events (and those who cannot attend), be a space for online networking and an important source for gathering the latest (unfiltered) news.

“**Trending**” is when something receives sudden popularity. It may be a topic, an item, or even a person. On Twitter, hashtags trend and this is why the consistent use of hashtags is important for a communications campaign. There are also instances where **hashtags** can be hijacked like when the New York police department, using #MyNYPD, invited members of the public to post pictures of themselves with police officers. This prompted a flood of pictures depicting police brutality. Twitter trends are determined by an algorithm and, by default, identify topics that are popular now (in real time) to help users discover the hottest emerging topics of discussion. Trends can also be tailored to users based on who they follow, their interests, and their geographic location.

When Twitter accounts are “**followed**”, their tweets and retweets will appear on a user’s timeline, and when popular, they can be shared widely, very quickly, also known as “going viral”. It is also increasingly common for the news media to look at key influencer comments on Twitter for integration into news articles.

Users join by going to [twitter.com](https://twitter.com) or downloading the application and selecting a username for the account, complemented with a profile image, short biography and header image. An identical process can be followed to create a Twitter account for an organisation or campaign. Once set up, a user can start following others and tweeting immediately!

Twitter by numbers		Date
	Active users <b>330 million</b>	April 2017
	Gender <b>47% female / 53% male</b>	Jan 2017
	Largest user age group <b>25-34</b>	Dec 2016
	Countries with most users <b>United States</b> <b>India</b> <b>Indonesia</b>	May 2016
	Top 3 most followed accounts <b>@katyperry</b> <b>@justinbieber</b> <b>@BarackObama</b>	April 2018

Source: [www.friendorfollow.com](http://www.friendorfollow.com)

Twitter's main appeal is how rapid and scan-friendly it is: every second, on average, around 6,000 tweets are tweeted (source: [Internet Live Stats](#)). This means that **dialogue develops fast and contributions should be timely and responses rapid**. Every tweet is limited to **280 characters or less** – this size cap promotes the focused and clever use of language but can also represent a challenge to stand out.

The types of content that can be shared on Twitter are continuously evolving, starting with hyperlinks, photos and GIFs. In 2015, Twitter introduced the ability for users to upload **video** to engage and entertain their followers. Videos can be recorded directly within the application, uploaded from existing files and live-streamed directly. General guidelines are that videos should be less than 140 seconds long and with a 1:3 or 3:1 aspect ratio. For the most up-to-date information on specifications, visit:

[help.twitter.com/en/using-twitter/twitter-videos](https://help.twitter.com/en/using-twitter/twitter-videos)

A **Twitter List** is a curation of Twitter accounts that can be created for private use or shared. Users can also subscribe to lists created by others; for example, the [NCD Alliance list “NCD Voices”](#) is a curation of accounts that have contributed to the conversation about people living with NCDs. Viewing this list will show a stream of tweets limited to these accounts, avoiding clutter from other accounts that may not be relevant.



### Insights about social media from the Scaling Up Nutrition Movement

“As the social media manager for the Scaling Up Nutrition Movement, I find it an exciting challenge to keep up with the conversations of the broad range of stakeholders that form the Movement – from the thousands of local civil society groups in the SUN Civil Society Network, to the views of the Executive Director of UNICEF who Chairs the SUN Movement Lead Group. My favourite part of the role is engaging with people from every sector, from every stakeholder group and at all levels with the common goal to fight against malnutrition and stunting so that every child can reach their full potential. Most recently, I have been increasing my usage of emoji’s in tweets which is having a very positive response!”

David Diaz Martin, Digital Communications Specialist,  
SUN Movement Secretariat.

---

## Navigating Twitter

This is a profile picture or avatar.

This is a profile's header image.

Click to compose a new tweet.

These are an account's statistics.

Click this to follow or un-follow an account.

This is an account's feed. Feeds show the account's tweets and retweets, displaying the most recent first (with the exception of a pinned tweet which will remain at the top of the feed).

Click to like the tweet: this shows the author that you appreciate the message.

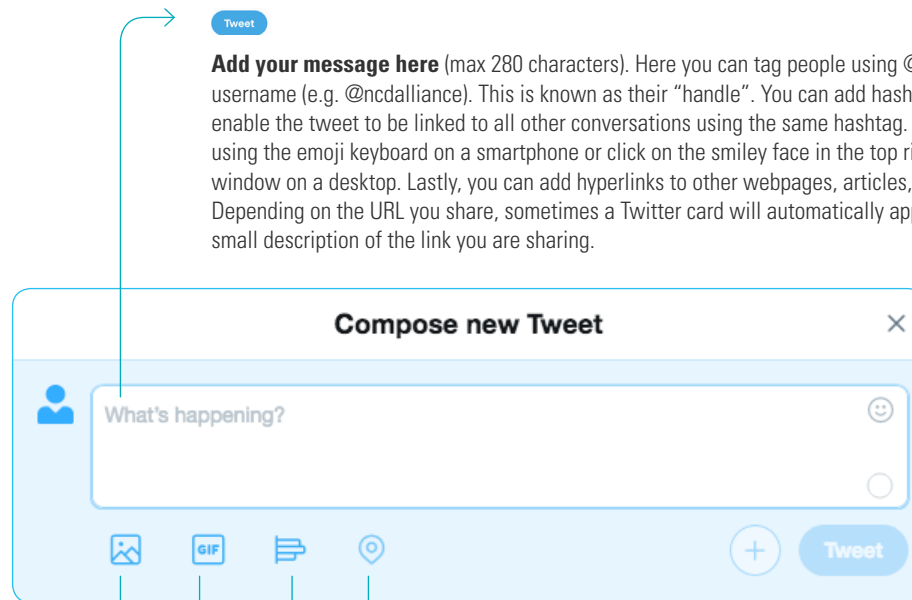
Click to retweet the tweet: this spreads the word and increases the tweeter's profile.

Click to respond to the tweet.

This is a tweet. This tweet example includes hashtags, emojis and a video.

The screenshot shows the Twitter interface for the NCD Alliance profile. At the top, there are navigation tabs for Home, Moments, Notifications, and Messages. A search bar and a 'Tweet' button are also visible. The profile header features a large banner image with the text 'ENOUGH. OUR HEALTH. OUR RIGHT. RIGHT NOW.' and 'Noncommunicable Diseases We've had enough. Have you?'. Below the banner is the profile picture, a circular logo with colorful swirls. To the right of the profile picture are statistics: Tweets (16.8K), Following (1,503), Followers (13.4K), Likes (7,858), Lists (13), and Moments (1). A 'Following' button is located to the right of these statistics. The main content area is divided into three sections: 'Tweets', 'Tweets & replies', and 'Media'. The 'Tweets' section is active, showing a pinned tweet from NCD Alliance (@ncdalliance) dated Mar 28. The tweet text reads: 'Noncommunicable Diseases: We have had ENOUGH. Have you? #enoughNCDs #NCDs #BeatNCDs #HLM3 #UNHLM enoughncds.com'. Below the text is a video player showing a woman speaking at a microphone with the text 'excluding youth from decisions about our future'. The video has 6,378 reproducciones and a duration of 0:17 / 1:04. Below the video are icons for replies (5), retweets (134), likes (173), and a direct message icon. To the right of the tweet is a 'Who to follow' section with three suggestions: NCDFREE (@NCDFREE), YP-CDN (@ncdaction), and Ilona Kickbusch (@IlonaK...), each with a 'Follow' button. Below that is a 'Trends for you' section with the hashtag #FelizJueves (5,227 Tweets) and a news item about Iran.

## Composing a tweet



Tweet

**Add your message here** (max 280 characters). Here you can tag people using @ followed by their username (e.g. @ncdalliance). This is known as their “handle”. You can add hashtags (e.g. #NCDs) which enable the tweet to be linked to all other conversations using the same hashtag. You can also add emoji’s using the emoji keyboard on a smartphone or click on the smiley face in the top right hand corner of the window on a desktop. Lastly, you can add hyperlinks to other webpages, articles, videos or accounts. Depending on the URL you share, sometimes a Twitter card will automatically appear with a picture and a small description of the link you are sharing.

Click here to **choose to share the location** you are tweeting from.

Click here to **add a poll** – maximum four choices and you can limit the length of time the poll runs for.

Click here to **search a number of GIFs** available online (a GIF is an animation made from a set of images/frames).

Click here to **add an image**. You can add up to 4 images. Note that Twitter can crop images in your feed to a 2:1 ratio so use caution when posting portrait images. The main point of interest may be cut from the top or bottom of the image.





**WHEN READY, PRESS TWEET!**

# Instagram

Instagram is a social networking application made for sharing photos and videos from a smartphone with followers or a select group of friends. Whilst Instagram profiles can be viewed on desktop browsers, its main use is through a smartphone due to its intention to share visually-rich content instantly - on the go, in the real world, in real time.

Everyone who creates an Instagram account has a profile and a news feed (like on Facebook and Twitter) and can choose for the account to be public or private. With over 800 million users (Source: [Statista](#)), Instagram allows users to quickly browse through photos, connected seamlessly by hashtags.

To join, download the application for free on an Apple, Android or Microsoft phone. The application guides users through some initial steps, including how to provide a profile photo and basic information. Each Instagram account requires a different email address.

Instagram by numbers		Date
	Active users <b>800 million</b>	Sept 2017
	Biggest user group <b>Women aged 18-24</b>	Dec 2016
	Countries with most users <b>United States</b> <b>Brazil</b> <b>Indonesia</b>	Jan 2018
	Top 3 most followed accounts <b>Selena Gomez</b> <b>Cristiano Ronaldo</b> <b>Ariana Grande</b>	Jan 2018

Source: [www.statista.com](http://www.statista.com)

**Instagram Stories** are for sharing recent content that disappears after 24 hours. These are sequences of photos and videos that are fun and creative and give people a glimpse at what someone is working on, like a 'sneak peak' of what's happening behind the scenes to give a sense of exclusivity. Instagram Stories are a great way to continually engage with an audience – keeping an account/organisation at the front of their mind. Whilst anyone can watch a story (even non-followers), no one can publicly like or comment on a story.

There are currently at least three ways to **add a story**:

1. Go to the profile page and click on the profile picture icon - this only works for the first story in a sequence.
2. Go to the main feed and click on the camera icon in the top left corner.
3. If a story sequence has already begun, it can be added to via the main feed by pressing the existing story until a menu pops up with "add to story".

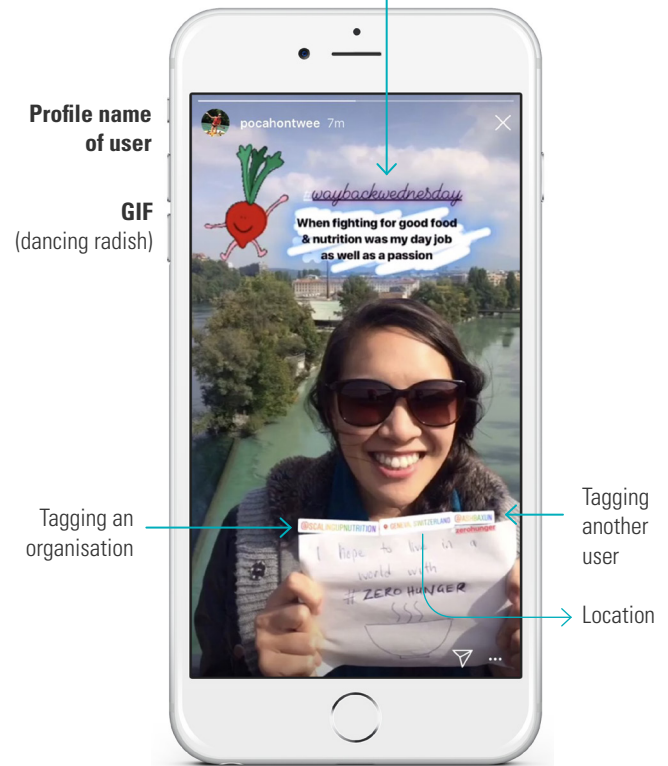
Stories can be "normal" but other features are being made available like:

- **boomerang** a fast burst of photos that are played forward and backward repeatedly
- **rewind** a video in reverse
- **SuperZoom** the video will zoom in on a specific point within a camera's range using random styles and sound.

Once a photo or video has been added, it can be edited with text, drawings and stickers.

Similarly to posts, when other users are tagged in Instagram Stories, it adds a sense of value, and can strengthen relationships and start new ones! Currently, accounts with over 10,000 followers can add external links to their stories, which viewers can access by swiping up. Once Instagram Stories have been created and posted, some stories can be selected to feature as "highlights" on a profile, and whole stories or individual pieces can be downloaded for re-use on other platforms.

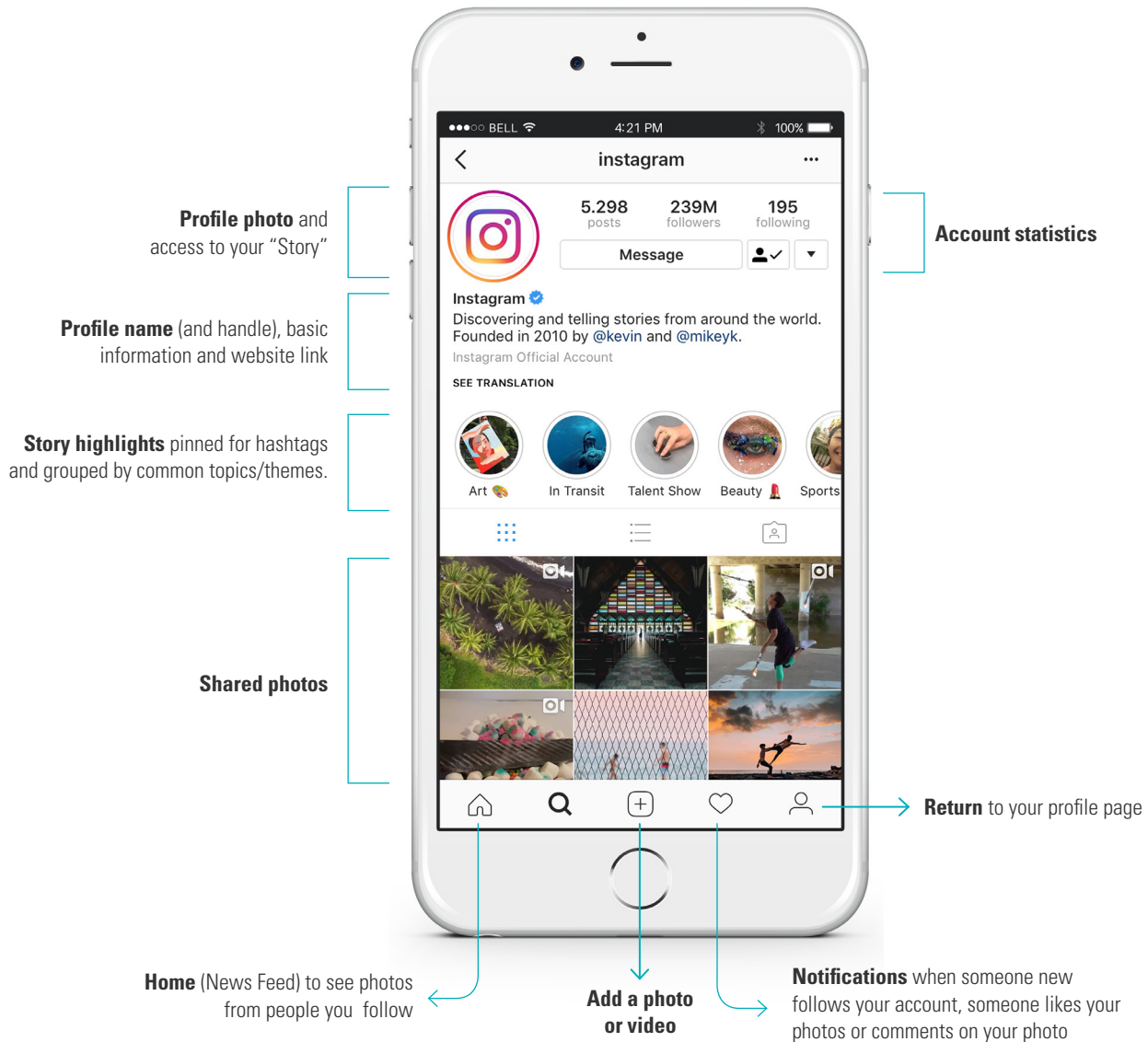
**Using a hashtag** to signify that the photo is not from the date it is being shared



#### TIP

When reviewing stories from the homepage, tapping the screen will skip to the next story and swiping the screen to the left will skip to the next user's set of stories.

## Navigating Instagram



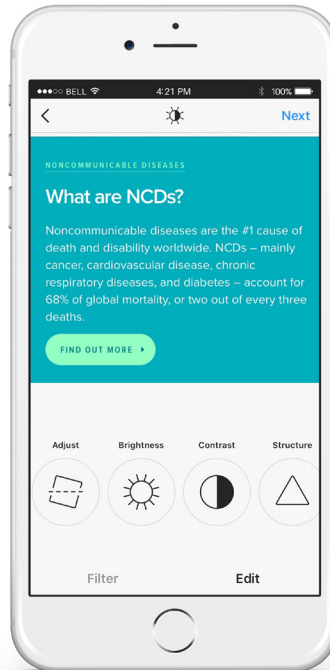


## Navigating Instagram



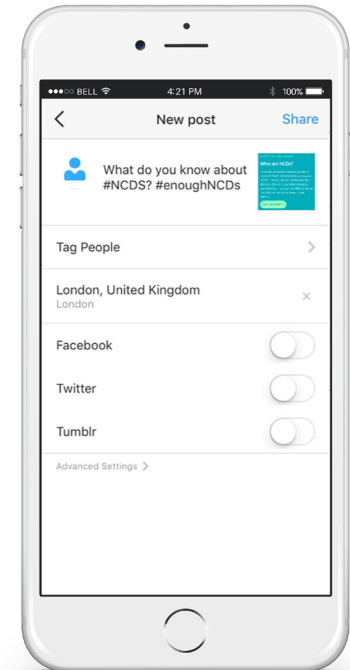
1

Upload a photo or video from the phone library or take a photo or video with the phone's camera



2

Add a filter or edit the photo manually



3

Add text to support the image, add hashtags and tag other users with their handles!

Unlike Twitter and Facebook, URLs can not be hyperlinked from supporting text or comments, whilst this is a feature that can be paid for many users choose to add the URL in their profile description – only one URL can be linked from profiles at any time which further supports the intention of Instagram to be a real time platform.

# LinkedIn

LinkedIn is a professional networking website which is used for job searches, recruitment and connecting with colleagues and clients. It also represents another platform to establish and grow an organisation's presence and support base.






To join, go to [linkedin.com](http://linkedin.com) and set up a personal account with a valid email address, a profile photo and information about current and previous work experience. With a personal account, users are then able to create **LinkedIn Company Pages**.

Confirmation will need to be provided stating that the user has the right to act on behalf of the company. A specific URL for the company page must be chosen: [linkedin.com/company \[companyname\]](http://linkedin.com/company/[companyname])

A company description between 250-2000 characters should be added and then, similarly to Facebook, posts, images, videos and hyperlinks about the company can begin to be shared!

The **LinkedIn Groups** feature organises like-minded groups of individuals and is helpful for networking, job searching and connecting prior to events with other attendees. Groups can be searched and are recommended by LinkedIn based on a member's activity and can be created by any user. To start, basic information and objectives for the group are needed along with a group name, summary and the addition of group managers when possible. Groups can automatically accept new members or be set up to require pre-approval by a group manager.

LinkedIn also allows individual members to share self-published "blog" style articles with their audiences. When users are given the capabilities to write **articles**, they will see this below the new post box on the homepage as "write an article". Articles allow members to further establish their professional identity by expressing their own opinions and sharing experiences - this function is not available for company pages.

Instagram by numbers		Date
	Members <b>467 million</b>	March 2016
	Gender* <b>46% female / 54% male</b>	Fall 2015
	Largest age group <b>25-34 at 23.1%</b>	Dec 2016
	Countries with most users** <b>United States</b> <b>India</b> <b>Brazil</b>	Sept 2014
	Top 3 most followed accounts <b>Richard Branson</b> <b>Bill Gates</b> <b>Jack Welch</b>	Jan 2016

Source: \*[www.statista.com](http://www.statista.com) / \*\* [www.cio.com](http://www.cio.com) /  
\*\*\*[www.linkedin.com/pulse/linkedins-most-followed-members-jim-cody/](http://www.linkedin.com/pulse/linkedins-most-followed-members-jim-cody/)

# Instant messaging and calling

All of the social media platforms described above have additional instant messaging functions. On Facebook, this is known as Messenger. It allows text messages, video and voice calls and is **an important feature when managing a Facebook Page, in order to respond to private comments and questions from supporters**. On Twitter, instant messaging can usually only be sent between two users who follow one another (unless someone sets their account to accept messages from anyone). On LinkedIn, the ability to send instant messages from one personal user to another user is dependent on privacy settings and increases if members have paid “premium” accounts - LinkedIn does not currently allow messaging to and from company pages.



**WhatsApp Messenger** is a texting service between mobile phones, which can act as a replacement for the regular SMS text messages. More than 1 billion people in over 180 countries use WhatsApp to stay in touch with friends and family, anytime and anywhere. WhatsApp uses an internet connection between phones and offers simple, secure, and reliable text, photo and video messaging and calling as well as file sharing. WhatsApp group chats (multiple users in the same chat group) are becoming an increasingly popular way for communities of people to quickly share information with one another. This does mean, however, that all members of a chat group will have access to one another's mobile numbers. Group chats can be particularly useful prior to events where all participants can be invited to join via URL (Group settings > add member > add via link) although these types of groups tend to have short lifespans because inevitably, one or more users will begin to message irrelevant information and other members will leave the group.

Go to [whatsapp.com](https://www.whatsapp.com) to access the application.



**Skype** specialises in providing text, voice and video chat between computers, tablets and mobile devices via the internet and to regular telephones. Skype also allows file sharing, real time screen sharing and video conference calls with up to three accounts (this can be increased with a Skype Premium account). Calls between computers are usually free, and other Skype calls to regular telephones are generally inexpensive and can be managed on a “pay as you go” basis. Free video calls can be made between anyone in the world as long as they have the same equipment (computer or smartphone camera and microphone) and a Skype account.

Go to [skype.com](https://www.skype.com) for more information.

# Other popular platforms

Many other social media platforms exist, each one specialising in different aspects of communication or more popular in different regions of the world.



**YouTube** is the second largest social network after Facebook and specialises in sharing video content. This is a great platform to use when an organisation begins to produce and share videos.

[youtube.com](https://youtube.com)

---



**Reddit** is an American social news aggregation, web content rating, and discussion website where members submit content to then be voted up or down by other members.

[reddit.com](https://reddit.com)

---



**Pinterest** allows users to upload, save, sort, and manage images—known as pins—and other media content (e.g. videos) through collections known as pinboards, and has been described as a “visual bookmarking site”.

[pinterest.com](https://pinterest.com)

---



**Flickr** is a popular photo-sharing and hosting service which supports an active and engaged community where people share and explore each other's photos. Hundreds of images can be hosted on Flickr for free, with different levels of creative commons licensing to be selected for the images.

[flickr.com](https://flickr.com)

---



**Sina Weibo (新浪微博)** is one of the biggest social media platforms of China. Weibo is often explained as the Chinese equivalent of Twitter or Facebook, two services that are blocked in mainland China.

[weibo.com](https://weibo.com)

---



**Tumblr** is a social network and blogging platform. The site is optimised for short blog posts (also known as microblogs).

[tumblr.com](https://tumblr.com)

---



**Baidu Tieba** is the biggest Chinese communication platform. It is a keyword based forum where people can discuss all kinds of topics with others who have similar interests.

[tieba.baidu.com](https://tieba.baidu.com)

---



**SnapChat** is a mobile messaging application used to share photos, videos, text and drawings. It is best known for how it self-destructs content once it has been seen by the intended audience.

[snapchat.com](https://snapchat.com)

---



**VKontakte** is a Russian-based online social media and social networking service popular among Russian-speaking users.

[vk.com](https://vk.com)

---

# How to be safe and constructive

Whilst social media is generally a public, open platform for sharing, access may be limited in some countries and subject to additional regulation in others. To select the best social media channel, it is worthwhile to undertake some research in order to understand the most popular platforms for a particular audience. Some basic safety tips when using social media:

- If you have social media applications on your smartphone, always use a password to protect your device.
- Don't reveal sensitive personal information about yourself or your followers (e.g. home address, financial information, phone numbers, etc.).
- Familiarise yourself with the privacy policies of the social media channels you use and remain aware when you sign up to partner applications that they too can access your user data.
- Protect your computer by installing antivirus software and ensure that your browser, operating system and software are kept up-to-date.
- Lastly, always remember to log off when you're done - especially when using public computers!

Regardless of the topic, positive and constructive dialogue which invites different views should be encouraged by all users. When an organisation is asked a question that may be difficult to answer, it is useful to remember that social media platforms are public and this power can be harnessed in these situations by inviting other experts and specialised organisations into the conversation.

Unfortunately, some users abuse social media platforms to make disruptive, hurtful and harmful comments - these users are commonly known as "trolls". Over time, it will become easier to identify these users and take quick action to block their accounts or report the accounts to the platform to maintain a safe space for dialogue.

# People, ideas and organisations

## How to build a social media identity and grow your presence

Building an online identity takes time. Whether you are building an identity as an individual, an organisation or a campaign, the rapid pace of communication on social media requires timely and careful management. Here are some guidelines on how to build your presence and achieve your goals.

### Setting goals and objectives

Your social media goals and objectives should be a key element in delivering your organisation's communication strategy and complement all other organisational goals. By keeping this in mind, you will ensure that your social media actions enhance existing efforts and contribute to building a strong organisational identity from the inside out.

The most common social media goals are related to growth and engagement. For many new organisations, growth to reach a certain number of supporters is typically the first goal. For example, your Facebook goal could be to reach 500 likes (supporters) by the end of year one. Goals related to engagement often become a priority when there are a sufficient number of supporters who are able to generate a dynamic discussion. For example, your Twitter goal could be to have at least one tweet that receives over five retweets each month. Benchmarking yourself against similar organisations can be very useful when setting goals. It is very important to set goals which are realistic based on your available capacity - social media monitoring and management can range from a few minutes per day to a full-time job!

Setting SMART objectives (Specific, Measurable, Attainable, Relevant and Time-bound) when using social media is a great way to ensure that you are always on track to achieving your goals and that the time you invest in building your following is worthwhile. Social media objectives can vary depending on the social media channel. For example, on Twitter your objective

may simply be to post at least one tweet and retweet two other relevant tweets each day (within one month, your will have around 90 items on your wall!). On Instagram, your objective could be to post one image each week and add two elements to your story each day.

Social media goals and objectives should extend beyond social media platforms in ways that benefit your organisation. These include driving traffic to websites, promoting new publications, increasing subscriptions to newsletters, recruiting campaign supporters, raising funds and even receiving staff vacancy applications.



The Union for International Cancer Control (UICC) received phenomenal results for their 2018 World Cancer Day campaign. The campaign received 3.26 BILLION social media impressions and gathered 13,185 Wall of Support photos. Moreover, social media support came from notable individuals like the Mayor of London and major organisations like UNDP and L'Oreal! Now this is a campaign worth reading about.

Learn more in the [impact report](#) and [have a look](#) back at their success from 2016-2018.

## Social media monitoring

Monitoring social media activity is equally important as communicating on social media platforms. Monitoring allows you to understand the conversations taking place around a certain topic and appreciate who is involved and influencing the dialogue. Monitoring other accounts is also a great way to find inspiration on how you communicate. [Tweetdeck](#), for example, allows you to quickly see on one dashboard, activity from multiple accounts and hashtags.

## Account analytics

Analytics are extremely useful for reporting back to members and funders about your organisation's progress. Analytics are also a great way to understand which posts are most successful so that you can adapt your communications to best suit your audience. For example, your audience may react better (more likes and shares) to photos and quotes than statistics. Native analytic tools offer basic information like impressions/reach (the number of times users saw your post) and engagement (the number of times users interacted with your post). On Facebook, this can be found under "insights", and on Twitter, you must go to [analytics.twitter.com](#). On LinkedIn, you can find it under "analytics", and on Instagram, you need to set up a business profile. There are also many paid analytics tools and services like [Tweepsmap](#) and [Keyhole](#).

## Rich multimedia

Rich media, such as images, GIFs and polls, are frequently shared on social media and drive people to react. They will help you engage a broader audience and grow your influence. If you don't have the resources to access a graphic designer, useful online tools like [Canva](#) help you create simple header images, and resize profile pictures and images easily. Social media image sizes change frequently, so [this cheat sheet](#) by Sprout Social (another social media management tool) is updated frequently.

Twitter Polls allow you to weigh in on questions posed by other people on Twitter. The use of GIFs, filters, stickers and emojis are creative and eye-catching. Social platforms are continuously making it easier to add these to your posts, directly via the platform.

## Social media management tools

Social media management tools help you to manage your activity efficiently and effectively. Available tools including [Hootsuite](#), [Buffer](#) and [SocialOomph](#) – many of which have both free and paid features – allow you to schedule content to be automatically posted in the future.

## Growth mechanisms

Organisations are using different mechanisms to grow their following and share their messages more prominently. Most commonly, this is through paid advertising. This Social Media Basics resource does not explore paid advertising. However, some useful information can be found by visiting:

**Facebook:** [nonprofits.fb.com/topic/reach-new-people-with-ads](https://nonprofits.fb.com/topic/reach-new-people-with-ads)

**Twitter:** [ads.twitter.com](https://ads.twitter.com)

**Instagram:** [business.instagram.com/advertising](https://business.instagram.com/advertising)

**LinkedIn:** [business.linkedin.com/marketing-solutions/ads](https://business.linkedin.com/marketing-solutions/ads)

Other techniques include mobilising celebrities and social media influencers (people who have a large following), which can include financial incentives or complimentary products and services. Additional tools that work alongside platforms, like [Thunderclap](#) and [Daycause](#), are known to maximise "crowdspeaking", whereby messages are synchronised during a short period of time so that they rise above the noise .



In 2017, the Second Global NCD Alliance Forum used the hashtag #NCDAF2017. Analytics of #NCDAF2017 after the event showed that in the 7 days to 12 December #NCDAF2017 had 35 million impressions, reached 73 countries, 160 cities and 1,211 contributors posting over 6,000 tweets. Website traffic received a significant boost during the final day of the forum driven from social media and these results were further complemented by a Thunderclap campaign reaching over half a million impressions thanks to 156 supporters.

## New audiences

Whilst you may already have a clear audience with whom you engage regularly, gaining new audiences can significantly scale up your reach and influence. Careful consideration should be given to which new audience you want to reach and how you want to interact with them. Youth for example, would be engaged with very differently to older people (e.g. using less slang and acronyms) and a group of politicians would be very different to a workers union (e.g. politicians are used to receiving civil society demands whereas a union would be more responsive to inclusive dialogue).

There are many ways to decide on a new audience and it begins with breaking down and understanding the demographics of your existing audiences (e.g. age, stakeholder group, income, education, age, region, common values, family situation, etc.) and then analysing which group (or combination of groups) will best help you reach your goals. For example, if you have a goal to reach 'x' number of signatures on a petition about legislation related to parental leave in the US, you might target men and women aged 25-45 with at least one child who live in the US, or you might choose to target other civil society organisations with similar objectives but larger followings, who may then spread the message more widely. Depending on your organisation's capacity, you may choose to do both.

In building your engagement strategy with new audiences, it is always useful to conduct research with partner organisations, colleagues and individuals from the new audience. This will help to build an understanding of the types of content that they will find engaging and trigger them to support your organisation. Some audiences prefer videos and others prefer statistics. The research itself may even unlock access to your new audience. For example, a youth member of your organisation may have over 1,000 followers on Twitter and have bought into your new campaign - if they were to tweet about the campaign, you would reach 1,000 people in your new target audience in an instant.

## New languages

Communicating in additional languages is another way to grow your audience base. Your account analytics will indicate your current audiences' languages as a starting point. Globally, the largest social media platforms are dominated by English, while Weibo is almost exclusively Chinese and VKonkarte is primarily in Russian. English, Japanese, Spanish, Malay, and Portuguese make up the five most popular languages on Twitter. There has also been a recent increase in the number of posts in Arabic across many social networks (Source: Statista). Whilst web-based and built-in translation tools are becoming increasingly sophisticated, it is still recommended that social media posts are written by fluent speakers to reduce the risk of messages being misunderstood.

## Sharing your online identity

Share, share and share! Sharing your social media profiles and inviting friends, family and colleagues to support your online presence at every touch point is crucial to building your online following. Here is a simple list of places where your social media accounts should be listed or made available as hyperlinked social media icons:

- On email signatures
- On newsletters
- In the header or footer of websites
- On publications, flyers, documentation
- Between social media platforms  
(e.g. your Twitter handle on your LinkedIn Company Page).



# Demanding action on NCDs

## How to use social media to achieve change

There are a number of hashtags driving the core dialogue on NCDs. Depending on your message, it is always helpful to use a range of hashtags in order to pick up on different conversations. Hashtags are also an important way to connect conversations during events. For example, #NCDAF2017 was used during the NCD Alliance Forum in 2017 in Sharjah, United Arab Emirates.

### Key hashtags

Depending on the objective of your post, a mixture of primary, secondary and tertiary hashtags will help you increase your post reach and engagement.

**Primary hashtags** about NCDs are those which have been consistently used over the years.

#enoughNCDs

#NCDs

#NonCommunicableDiseases

#25by25

#BestBuys

**Secondary hashtags** expand the scope of a social media discussion further to include risk factors of NCDs.

#Cancer

#CVD (cardiovascular disease)

#HeartDisease

#T1D #T2D (Type 1 & 2 diabetes)

#MentalHealth

#LungHealth

#Obesity

#Tobacco

#JunkFood

#HealthForAll

**Tertiary hashtags** expand the scope even further beyond NCDs, embracing the broader health and development dialogue.

#NCDVoices

#NCD

#BeatNCDs

#NCDVoices

#SDGs (Sustainable Development Goals)

#WHA (World Health Assembly)

#PLWNCDs (people living with NCDs)

#GlobalHealth

#PublicHealth

#AMR (antimicrobial resistance)

#UNHLM (UN High-Level Meeting)

#HLM3 (Third UN High-Level Meeting)

#UHC or #UHC2020 (universal health coverage)

## Key Twitter handles

There are many people talking about NCDs on Twitter. An easy way to keep your finger on the NCD pulse is to start by following these accounts:

### Supporting organisations

@ncdalliance  
@uicc  
@worldheartfed  
@ncdaction  
@ncdchild  
@vitalstrategies  
@GlobalGAPA  
@IOGTint  
@worldobesity

### Regional and national NCD alliances

@healthcaribbean  
@EU\_CDA11  
@IAHFnews  
@actbr  
@theCDPAC  
@MatyCancerSoc  
@MxSaludHable  
@ugandanca  
@CNCDAfrica  
@NCDAK  
@CLASenLA  
@RwandaNCDA  
@NCD\_SA

### High-level influencers

@katiedain1  
@mikkelsenbente\_  
@sandrodemaio  
@ncdchild  
@mihcalin  
@anhanitzscheb  
@WHO  
@dougUNDP  
@JLCastroGarcia  
@KulikovUNIATF  
@kentbuse  
@HelenClarkNZ  
@DrTedros  
@IlonaKickbusch  
@SaniaNishtar

## Campaigning

Campaigning is the strategic use of communication channels, strong design and engaging content with a clear objective - and often, with a distinct timeline. For example, during the 62nd Commission on the Status of Women in 2018, CIVICUS, a global alliance dedicated to strengthening citizen action and civil society, launched the campaign #SheDefends to rally support for women human rights defenders working in rural spaces. This was a simple yet profound call to highlight the issues faced by these women and applaud their brave efforts. Another example is the World Health Organization's annual celebration of World Health Day. Each year, a different health issue is selected as the main theme and subsequently benefits from one of the biggest awareness campaigns in the public health sector.

Social media is a key mechanism to share continuous content throughout a campaign to ensure its growth and increasing relevance. Content should be created that is unique to the campaign, and be consistent with the campaign identity, often using slogans and/or branding.

Across NCD alliances, social media campaigns have been used to achieve many goals and objectives, from rallying civil society to demanding action on policy to celebrating progress and public health messages. Here are two examples from the [NCD Atlas](#).



In Colombia, Mesa Colombiana de incidencia frente a las Enfermedades Crónicas (MECIEC) launched a multipronged campaign to convince the Colombian Parliament to approve the proposed tax on sugar-sweetened beverages (SSB) as a cost-effective means of discouraging consumption. Social media was a key component of the public communication campaign, while the “Tómala En Serio” campaign was a success in bringing together CSOs to advocate for a policy that was relatively unknown in the country and helped to raise SSB taxation as a key priority for upcoming tax reform.

To read more, [here](#).



The Jordan NCD Alliance developed themes, slogans and communication material for a national media campaign to raise public awareness about the country's smoking ban. Social media played a key role in amplifying the reach of news and press releases in parallel to being a key channel to share posters and videos. A “Tweet-up” event was organised for opinion leaders and influencers to gather and share posts at the peak of the campaign. As a result, social media and news website statistics showed that the campaign received three million announcement views during the campaign!

# Our digital power to date

## How is social media being used across the NCD Alliance?

### NCDs on Twitter

The **NCD Alliance** (@ncdalliance) joined **Twitter** in January 2011 and has amassed over **13,000 followers** in **180 countries**.

**NCD Alliance** @ncdalliance Following

Civil Society statement on appointment of President Robert Mugabe as @WHO Goodwill Ambassador for #NCDs in Africa [ncdalliance.org/news-events/ne](http://ncdalliance.org/news-events/ne) ...

“  
During the WHO Global Conference on NCDs in Montevideo, Uruguay (18-20 October), WHO Director General Dr Tedros announced that President Robert Mugabe of Zimbabwe would become a WHO Goodwill Ambassador for NCDs in Africa.  
While we support WHO & Dr Tedros in their ambition to drive the NCD agenda forward, we are unable to recognise President Mugabe as a champion for NCDs.  
”

8:23 AM - 20 Oct 2017

145 Retweets 156 Likes

Union for International Cancer Control, WorldHeartFederation, FCA and 6 others

12 145 156

Tweet your reply

**NCD Alliance** @ncdalliance - 22 Oct 2017  
Response rescinding appointment is welcome @DrTedros. Now to focus on driving fwd agenda to #beatNCDs #UNHLM #NCDs

**NCD Alliance** @ncdalliance  
We welcome @DrTedros rescinding appointment of President Mugabe as Goodwill Ambassador for #NCDs in Africa bit.ly/NCDAResponse22... #beatNCDs

Show this thread

1 5 12

view

**NCD Alliance** @ncdalliance Following

Thailand will introduce a #sugartax from September to help reduce sugar intake & lower #NCDs burden [bangkokpost.com /lifestyle/soci](http://bangkokpost.com/lifestyle/soci) ... @thaihealth

Sugar fixed?  
Back in 2007, the average Thai consumed 20 teaspoons of sugar per day. But the worst was yet to come. Three years later, the estimated daily sugar intake was 23 ... [bangkokpost.com](http://bangkokpost.com)

11:53 PM - 27 Jun 2017

64 Retweets 67 Likes

Trends for you

#BallantineGingerAle Promoted by Ballantine's España #ManadaLiberadaJusticiaAgotada  
#FelizFinda Juegos del Mediterraneo #LegasTuVideoclip #BCNmicrobiome  
#SharingKnowledge #Tarragona2018 #VienesNegro9 #CablyNoNosAmordaza

© 2018 Twitter About Help Center Terms Privacy policy Cookies Ads info

view

**Maldives NCD Alliance** @MaldivesNCDA Follow

Congratulations to our #HonouraryMember @maldivianrc for winning the best community award from @MoH\_mv for implementing programs in first aid, #NCDControl, drug prevention, control of epidemics & migrant health rights. #Congratulations & all the best #WHD #HealthForAll @HPA\_MV

MV Red Crescent @maldivianrc  
Our sincere appreciation to @MoH\_mv for recognising our efforts in ensuring health access for those who need it most; elderly, PWDs and migrants. We stand committed in working for the #healthforall vision with the community & all partners. [twitter.com /moh\\_mv/status/...](http://twitter.com/moh_mv/status/)

9:06 PM - 14 Apr 2018 from Maldives

5 Retweets 9 Likes

Trends for you

#ManadaLiberadaJusticiaAgotada #FelizFinda Juegos del Mediterraneo #LegasTuVideoclip  
#BCNmicrobiome #SharingKnowledge #Tarragona2018 #VienesNegro9  
#CablyNoNosAmordaza #alzheim

© 2018 Twitter About Help Center Terms Privacy policy Cookies Ads info

view

### At least 15 NCD alliances have Twitter accounts.

The most up-to-date list can be accessed on [Twitter](#).

#### Active in 2018

Maldives NCD Alliance	@MaldivesNCDA
NCD Alliance Nigeria	@NigNCD
日本医療政策機構 Health and Global Policy Institute Japan	@hgpi_2004
NCD Alliance Kenya	@NCDAK
SA NCD Alliance	@ncd_sa
The Healthy Caribbean Coalition	@HealthCaribbean
Uganda NCD Alliance	@uncdconnecting
Alliance of over 250 non-governmental organisations in Latin America	@CLASenLA
Eastern Mediterranean NCD Alliance	@EMRANCD
European Chronic Disease Alliance	@EU_CDA11
The Chronic Disease Prevention Alliance of Canada	@theCDPAC

#### Existing accounts

East Africa NCD Alliance	@eancda
Healthy India Alliance	@HIA_NCD
The Consortium for NCDs Prevention & Control in sub-Saharan Africa	@CNCDAfrica
NCD Alliance Lanka	@NCDA_Lanka

If your NCD alliance account has been missed from the list above, please let us know for the next edition!

## NCDs on Facebook

The NCD Alliance Facebook page has recently received more focus and has gained more than **1,500 followers**.

**NCD Alliance**  
25 October 2017 · ©

Strokes are the second leading cause of death worldwide and a major barrier to the achievement of global development goals.

To mark World Stroke Day on 29 Oct, the World Stroke Organization is calling for radically new approaches to prevention and risk management. Learn more at the link below:  
<https://ncdalliance.org/.../eight-steps-toward-a-world-free-f...>



**Eight steps toward a world free from stroke | NCD Alliance**

The past 25 years have seen the global burden of stroke rise exponentially. To mark World Stroke Day on October 29th the World Stroke Organization is...

NCDALLIANCE.ORG [Learn More](#)

Like Comment Share

83 Chronological

18 shares 1 comment

**World Pediatric Stroke Association** It is our dream to someday have more information specifically about pediatric stroke! The World Pediatric Stroke Association sincerely appreciates your dedication to making a difference and for giving children a voice for #pediatricstroke!

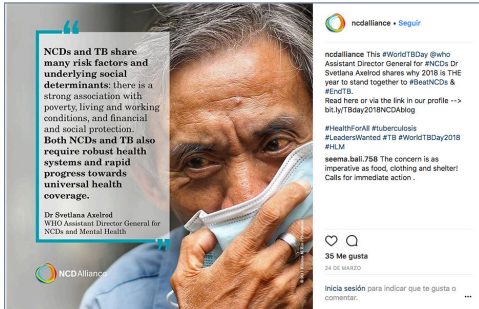
Like · Reply · 23w

Write a comment...

[view](#)

## NCDs on Instagram

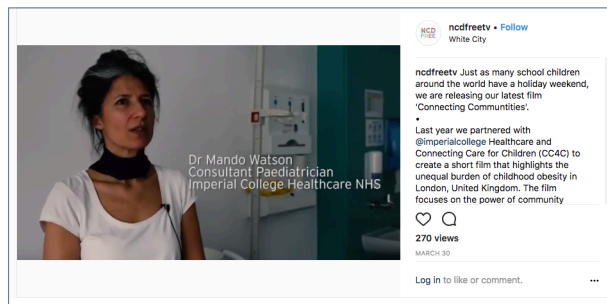
Having only started in 2016, the [NCD Alliance Instagram](#) account is a collection of over 100 pictures which capture the spirit of the alliance. In addition, over **5,000 posts** have been tagged with #NCDs - which is a tag you can subscribe to with your Instagram account.



view



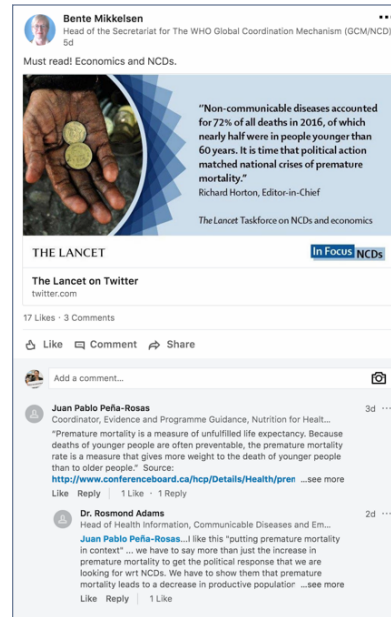
view



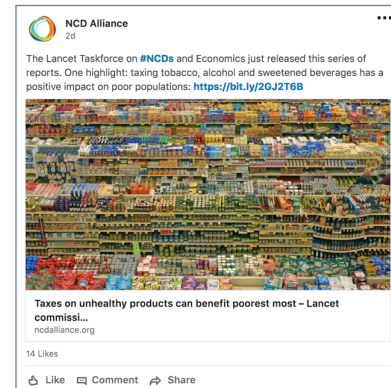
view

## NCDs on LinkedIn

The [NCD Alliance LinkedIn](#) profile is connected to over 29 past and present employees and over **700 followers**. Some influential LinkedIn users are posting new reports, progress updates and calls to action on NCDs - as in the example from Bente Mikkelsen, Head of Secretariat for the WHO Global Coordination Mechanism.



view



view

## NCDs on YouTube

The [NCD Alliance YouTube channel](#) boasts dozens of videos, spanning multiple languages to complement countless videos uploaded on the topic of NCDs, from the underlying causes to some of the proven solutions across nations. The latest playlist relates to the [2018 UN High-Level Meeting on NCDs](#)



Why is the 3rd UN High-Level Meeting on NCDs so important?

326 vues

👍 3 🗨️ 1 ➦ PARTAGER ⋮

 **NCD Alliance**  
Ajoutée le 25 janv. 2018

S'ABONNER 73

NCD Alliance shares why governments all over the world need to prioritise NCDs in 2018... and beyond.

PLUS

view



Noncommunicable Diseases: We have had enough. Have you?

759 vues

👍 7 🗨️ 0 ➦ SHARE ⋮

 **NCD Alliance**  
Published on 28 Mar 2018

SUBSCRIBED 80

Deaths caused by noncommunicable diseases bring suffering and heartache to millions of people worldwide – those who live with the diseases, as well as their families and friends. 70% of all deaths worldwide result from NCDs, but this should not be the case as many of these deaths are

SHOW MORE

view



## Inspiration from 2017

Here are four top articles that caught global media attention in 2017 and how widely they were shared on social media. By ensuring that you also share powerful articles which resonate with readers around the world, you will play an important role in ensuring that the NCD agenda continues to grow as a priority.



view

**Billionaire Bloomberg** to fund \$5m public health projects in 40 cities worldwide. By Sarah Boseley, May 16, 2017, theguardian.com. This post was shared 374.2k times on Facebook.



view

**Robert Mugabe's WHO appointment** condemned as 'an insult'. BBC News, October 27, 2017, bbc.co.uk. This post was shared 77.6k times on Facebook.



view

**Tobacco control** can save billions of dollars and millions of lives. By World Health Organization, Jan 27, 2017, who.int. This post was shared 214.4k times on Facebook.



view

**Obesity Was Rising** as Ghana Embraced Fast Food. Then Came KFC. By Dionne Searcey, Oct 2, 2017, nytimes.com. This article was share 266.3k times on Facebook.



# Useful resources

To continue learning about how to use social media, visit the following online resources:



## Facebook

[facebook business](#)

[facebook blueprint](#)



[facebook nonprofits](#)



## Twitter

[Mashable](#)

[Help Center](#)



## Instagram



[help.instagram](#)



## LinkedIn

[Marketing Solutions](#)

[LinkedIn Help](#)

### Health-related social media guides



**Social media strategy development**  
A guide to using social media for public health communication by the European Centre for Disease Prevention and Control.

[bit.ly/ECDsocialmedia](http://bit.ly/ECDsocialmedia)



**An online toolkit by Skills for Health**, a not-for-profit organisation committed to the development of a sustainable healthcare workforce in the UK.

[skillsforhealth.org.uk/socialtoolkit](http://skillsforhealth.org.uk/socialtoolkit)

### Related articles

A summary of the “World’s Best” public health social media campaigns by Bang the Table, a public health engagement company.



All about engagement



**NCD Alliance**

To access more resources from the NCD Alliance, visit

[ncdalliance.org/resources](http://ncdalliance.org/resources)

## Help us develop the next edition!

The success of a resource can only be measured by its usefulness to the end user, and in this case, that end user is you! Help us build on the next edition of Social Media Basics by sharing with us your feedback and stories about your social media journey.

[info@ncdalliance.org](mailto:info@ncdalliance.org)



Visit us



### **NCD Alliance, June 2018**

31-33 Avenue Giuseppe Motta  
1202 Geneva, Switzerland  
[ncdalliance.org](http://ncdalliance.org)

### **Acknowledgements**

Writing: Thuy Nguyen and Lucy Westerman  
Editorial Coordination: Jimena Márquez  
Design: Mar Nieto