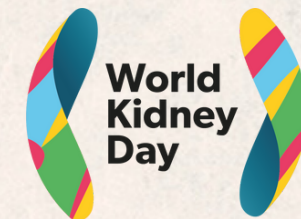
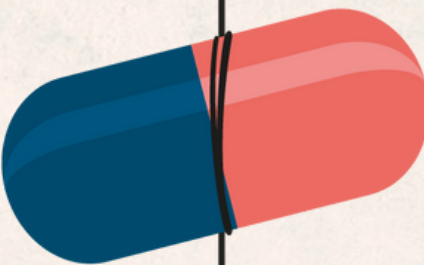




SOCIAL MEDIA

MEDIA

Toolkit



#worldkidneyday
#kidneyhealthforall
www.worldkidneyday.org

World Kidney Day is a joint initiative of



© World Kidney Day 2006 - 2024

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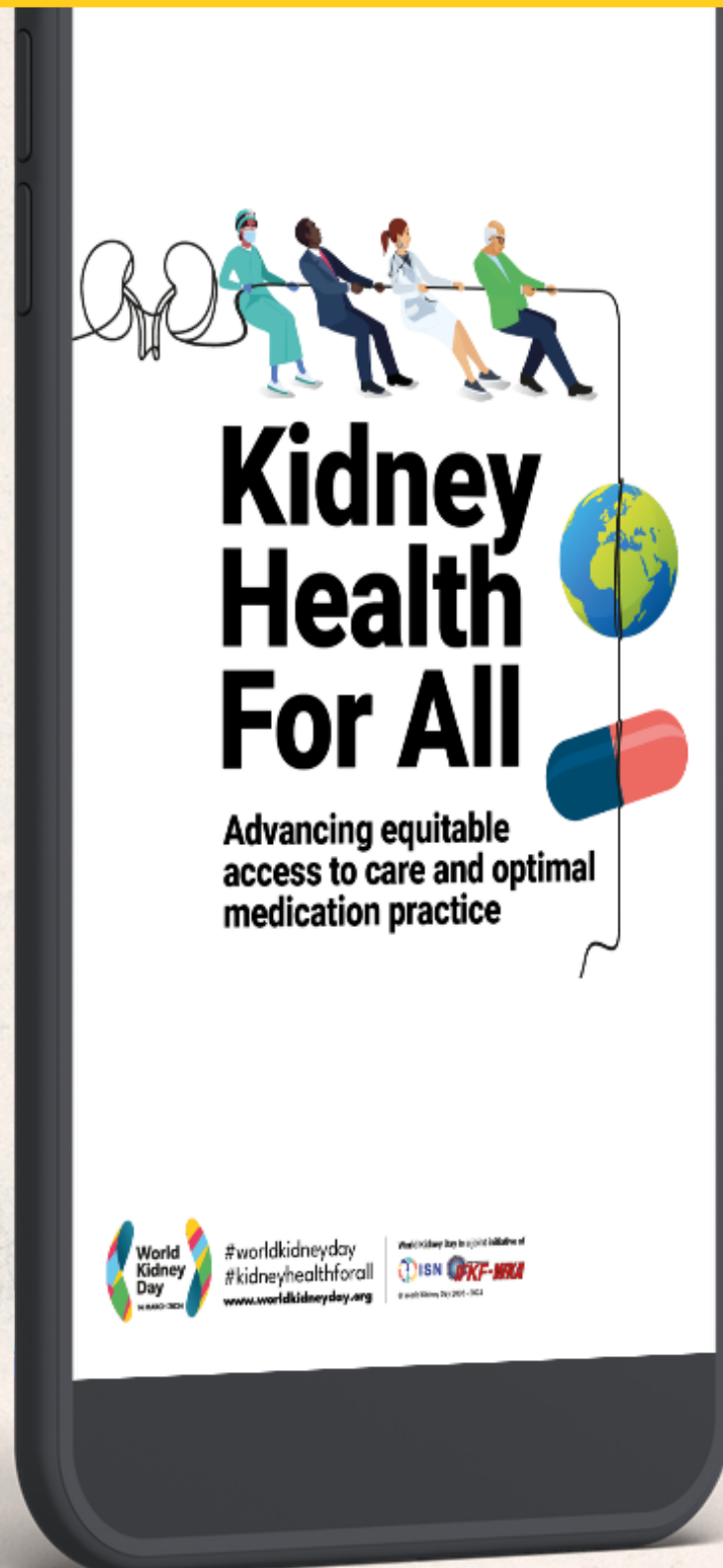
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World Kidney Day



World Kidney Day 2024 is all about “**Kidney Health for All: Advancing equitable access to care and optimal medication practice**”.

The goal is to raise awareness about the importance of ensuring **equitable access to appropriate treatment and care** for people living with kidney disease, in order to improve their quality of life and delay the progression of the disease.

Recent **medication breakthroughs** have shown significant success in delaying CKD progression and reducing associated complications. Yet, not everyone has equal access to care!

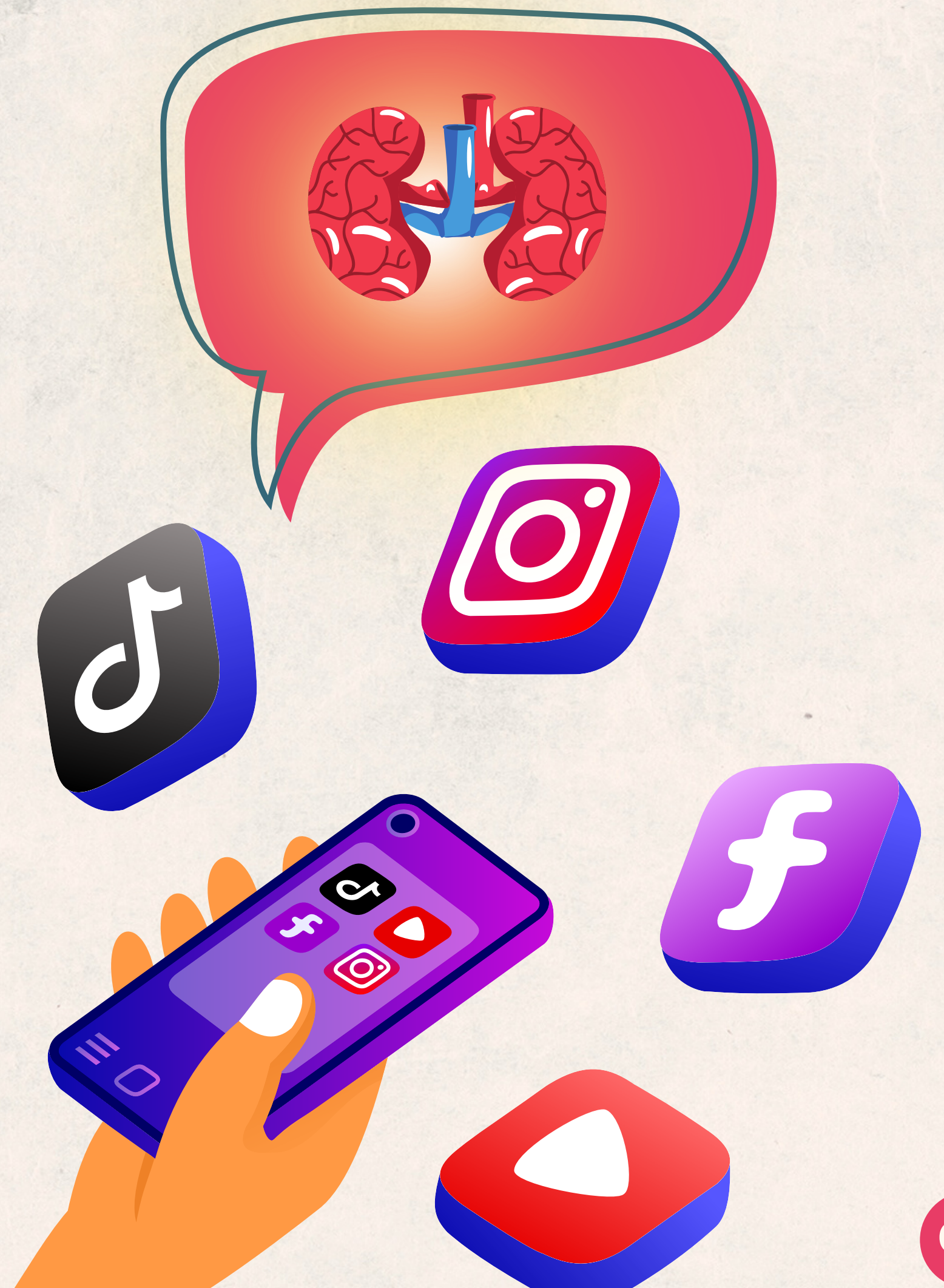
NOW IT IS TIME TO ACT and shift focus towards building capacity, increasing awareness, and ensuring equitable access to care. This approach must involve multiple levels, including health policies, healthcare system delivery, healthcare professionals, and patient engagement.

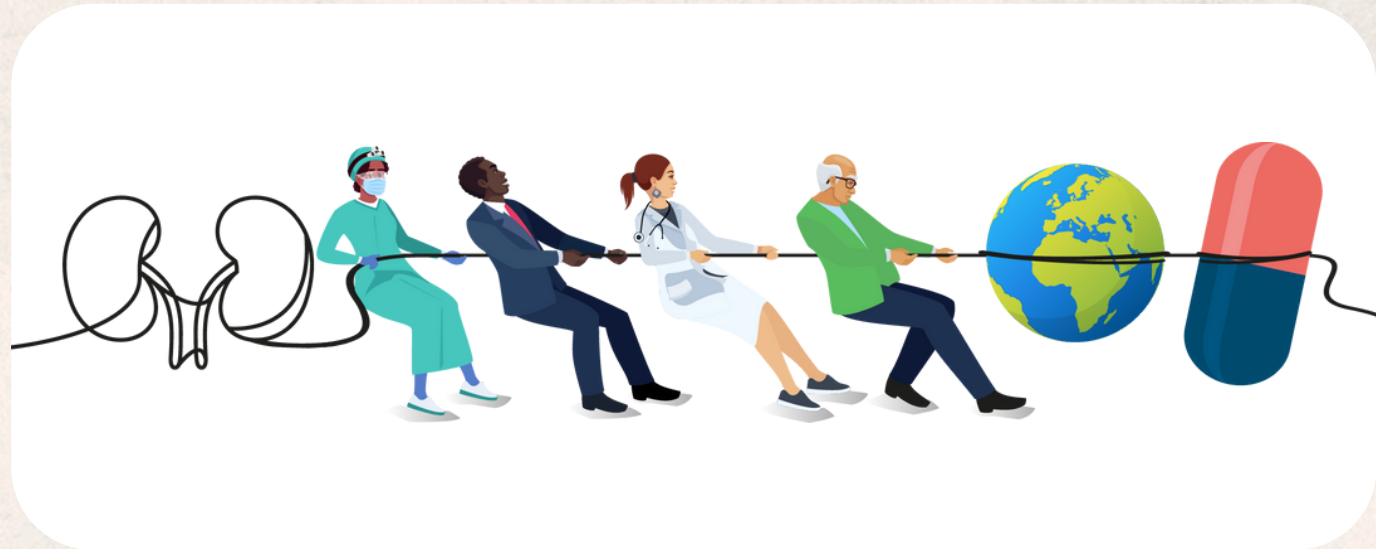
Social Media

Harnessing the **power of social media** to boost awareness about kidney disease is not just crucial, it's a game-changer. It provides a dynamic stage to reach a **wide-ranging audience**, elevating the importance of kidney health on a global scale.

Through social platforms, we can **unite, inspire, and mobilize change**, ensuring better support, early detection, and improved lives for those living with kidney disease.

This **toolkit** provide **ideas, resources and materials** to push out and amplify your social media campaign!





WKD's social media content is for everyone to use including the **general public, patients, and healthcare professionals** throughout the year. Get ready for **14 March 2024**, by sharing and creating your own social media content!



Our social media channels are dedicated to providing you with information about **kidney care and medication practice**. To learn more, read the general paragraph available on our website.

Get Social



Handles



[@worldkidneyday](#)



[@worldkidney_day](#)



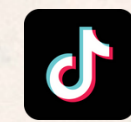
[@worldkidneyday](#)



[@worldkidneyday](#)



[@ World Kidney Day](#)



[@worldkidneyday_official](#)



Hashtags

Become part of the conversation by using **WKD hashtags** to follow the campaign progress and spread your own content to a wider audience.

[#WorldKidneyDay](#)

[#KidneyHealthforAll](#)

[#ShowYourKidneys](#)

WKD 2024



- For years, the focus was placed on replacement therapies, but NOW there is a game-changing shift. Recent therapeutics breakthroughs open doors to prevent #CKD and its complications prolonging the lives of people living with #CKD! #WorldKidneyDay
- Breaking down barriers to healthcare equality is crucial! New therapies hold the promise of improving lives worldwide. Yet, disparities persist due to lack of CKD awareness, limited knowledge, and high costs. Let's strive for universal access and equitable care for all! #WorldKidneyDay
- Prevention is the key to a healthier future! To tackle #CKD, #WorldKidneyDay calls for holistic health policies, funding for kidney care, and kidney health education. Let's ensure everyone has equal access to screenings, early diagnosis, and quality treatment.
- To tackle the shortage of primary care and kidney specialists, we need better training, retention strategies, and capacity building among healthcare professionals. Education is key, as is embracing innovation and effective communication. #WorldKidneyday

Messages to share

- Let's break the barriers to kidney care worldwide! #WorldKidneyDay calls on everyone to raise awareness about CKD risk factors, boost health literacy, and support long-term treatment adherence. Empowering patients through advocacy and community engagement is key to better health outcomes.

General messages

- Mark your calendar - March 14 is #WorldKidneyDay!
- March 14 is #WorldKidneyDay! To learn about kidney disease and the campaign, visit: www.worldkidneyday.org
- Today is #WorldKidneyDay, your kidneys are vital! Take time to learn more about their function!
- Let's raise awareness around the world about the importance of our kidneys! Mark the 2024 #WorldKidneyDay campaign on 14 March 2024!

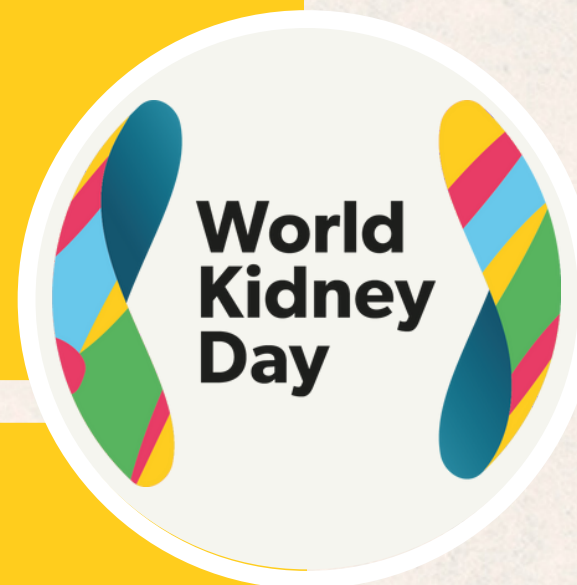


New Logo

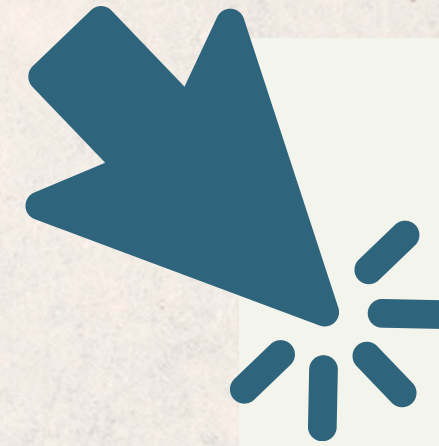
WATCH THE WKD LOGO VIDEO!

After 19 years, the WKD logo got a makeover with a brand-new logo that embraces modern design and reflects the WKD commitment to **sustainability**, and our audiences, **the general public, people living with kidney disease, healthcare professionals, and policymakers** symbolized but the stripes.

The new logo offers flexibility, thanks to the stand alone elements: the brackets, depicting both **kidneys** and **two hemispheres of the globe**.



The WKD logo is available in 20+ languages and with the 2024 WKD date



Visuals

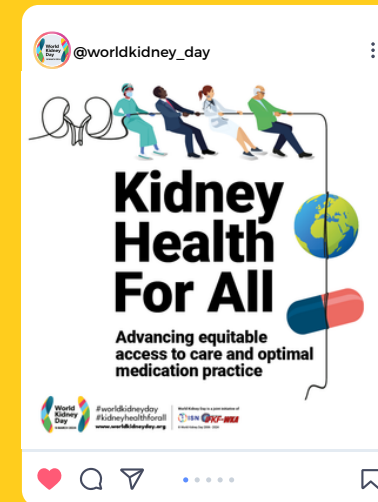
Banners



Download the **2024 WKD website and social media banners** in different sizes:

[Facebook, Twitter, LinkedIn, Youtube, Website](#)

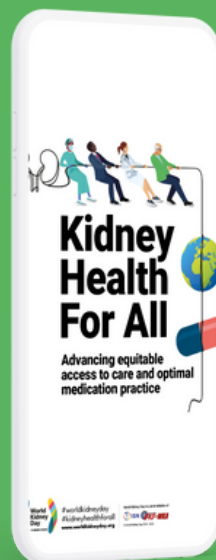
Social media posts



Add an image to your **social media post** to mark WKD and support the campaign!

[Instagram/Facebook\(1,2\), Twitter/LinkedIn \(1,2\)](#)

Story



Share a **WKD story** on your social media to raise awareness!

Download the 2 visuals available [version 1](#) and [version 2](#)

Photo frame



Add a **frame** to your social media profile or to your photos supporting the campaign.

Download the [Facebook/Instagram](#) and [Twitter/LinkedIn](#) format

Tips for your campaign



Plan

- Mark your calendar, WKD 2024 is on **14 March 2024**
- Learn about the **2024 campaign**
- Get informed about **kidney health**
- Follow WKD on **social media**



Post

- **Prepare and schedule** your posts in advance
- Don't limit yourself to the 14 March 2024, WKD is a **yearlong campaign!**
- Use tools to create your posts and have a look at our **prepared captions and visuals!**
- Don't forget to tag **@worldkidneyday** and use **#WorldKidneyDay** and **#KidneyHealthforAll**

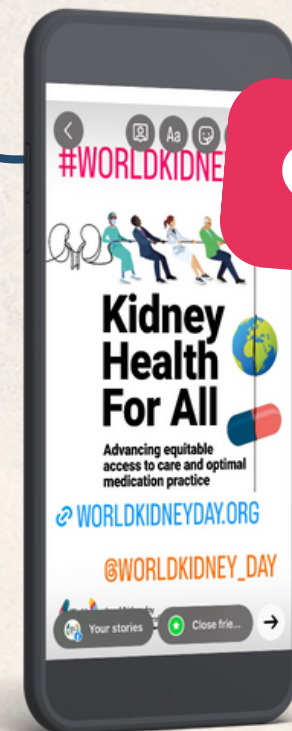


Monitor

- **Monitor** your posts
- React to **comments**
- Get your audience to **like, comment, and share** your posts
- Stay informed with the campaign's latest news by **following our hashtags and social media platforms**

Get involved

Stories



Stories are photos or short videos shared on Instagram (60s) and Facebook (20s) visible to others for 24 hours. Find out more about [Facebook](#) and [Instagram](#) stories.

Don't forget to:

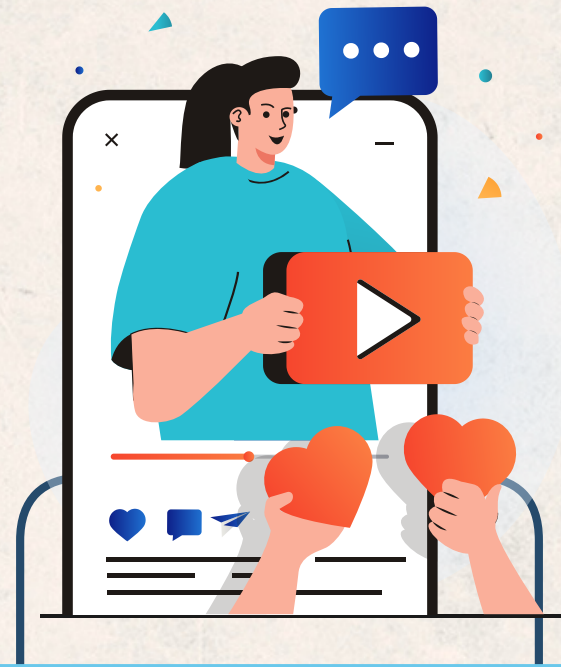
- Use **WKD story visuals** available here in two formats (1,2)
- Use **stickers, #hashtags, @mentions, and add music, gifs, polls or location**
- Add a **link**
- Use **#WorldKidneyDay** and tag **@worldkidneyday**

#ShowYourKidneys

Show your kidneys some love by participating in World Kidney Day's very own [#Challenge](#):

1. **Take a picture of yourself** - your kidney are located below the rib cage. Know that it may vary if you are transplanted or born with only one kidney.
2. **Add a photo frame** - choose one of the 4 frames available [here](#).
3. **Share your photo with #ShowYourKidneys** - tag friends and family to encourage their participation!

Get involved



Livestream

Livestream allows you to broadcast videos to your followers and engage with them in real-time.

1. Find out more about [Facebook](#) and [Instagram](#) Livestream option
2. Don't forget to tag @worldkidneyday and use #worldkidneyday

X offers the possibility of having **live audio conversations**. Anyone can join as a listener (you only need the link), while speakers are limited to a maximum of 13 people.

1. Find out more about [X spaces](#)
2. Don't forget to advertise your Xspace and tag @worldkidneyday and use #WorldKidneyDay

X Spaces



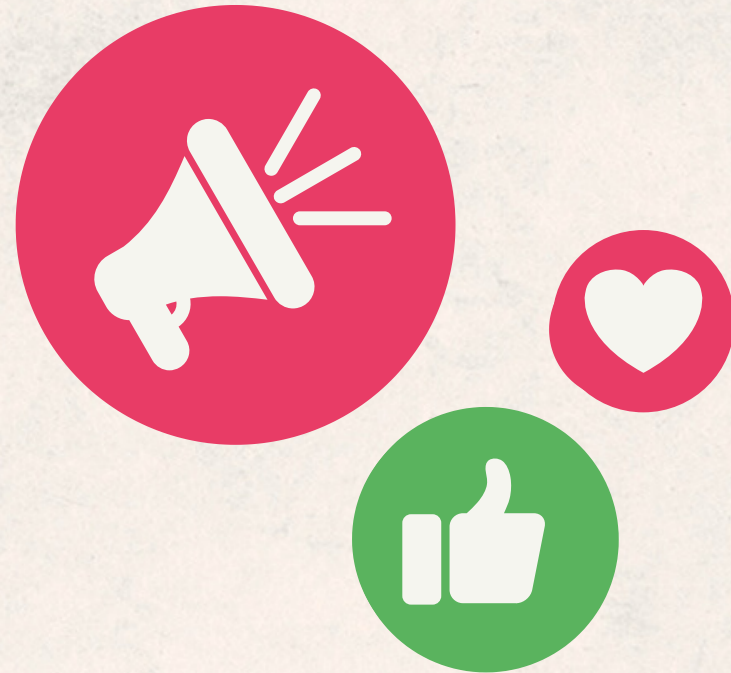
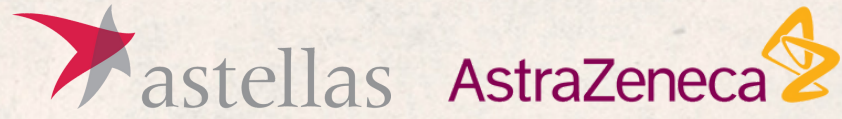
YouTube

Use **YouTube** if you want to share longer videos!

[World Kidney Day's official YouTube channel](#) hosts video statements, interviews, webinars, tips for better kidney health, and much more. Have a look and share our content!

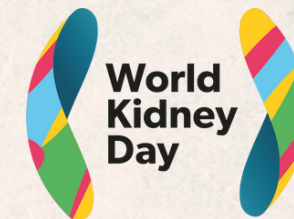
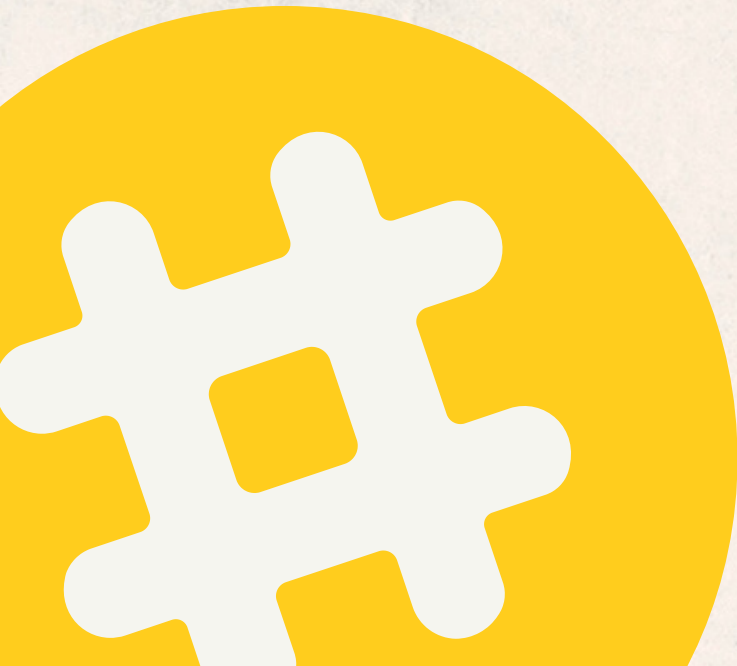
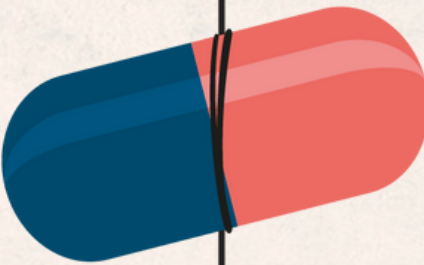
Create your own video and share them with us!

Thank you



Contact us

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1210, Brussels, Belgium
Tel +32 2 808 04 20
info@worldkidneyday.org



#worldkidneyday
#kidneyhealthforall
www.worldkidneyday.org

World Kidney Day is a joint initiative of



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