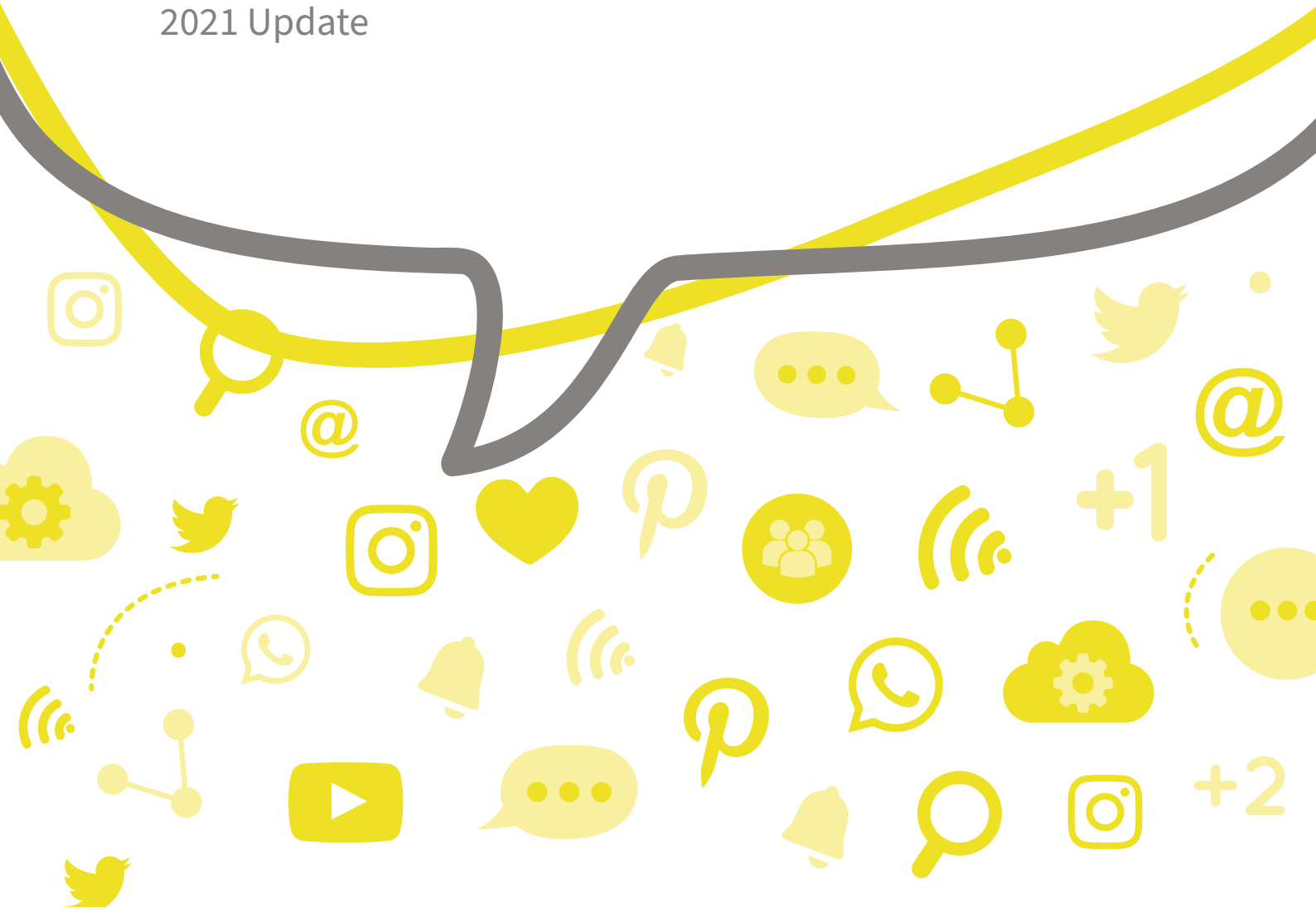




# Social media toolkit

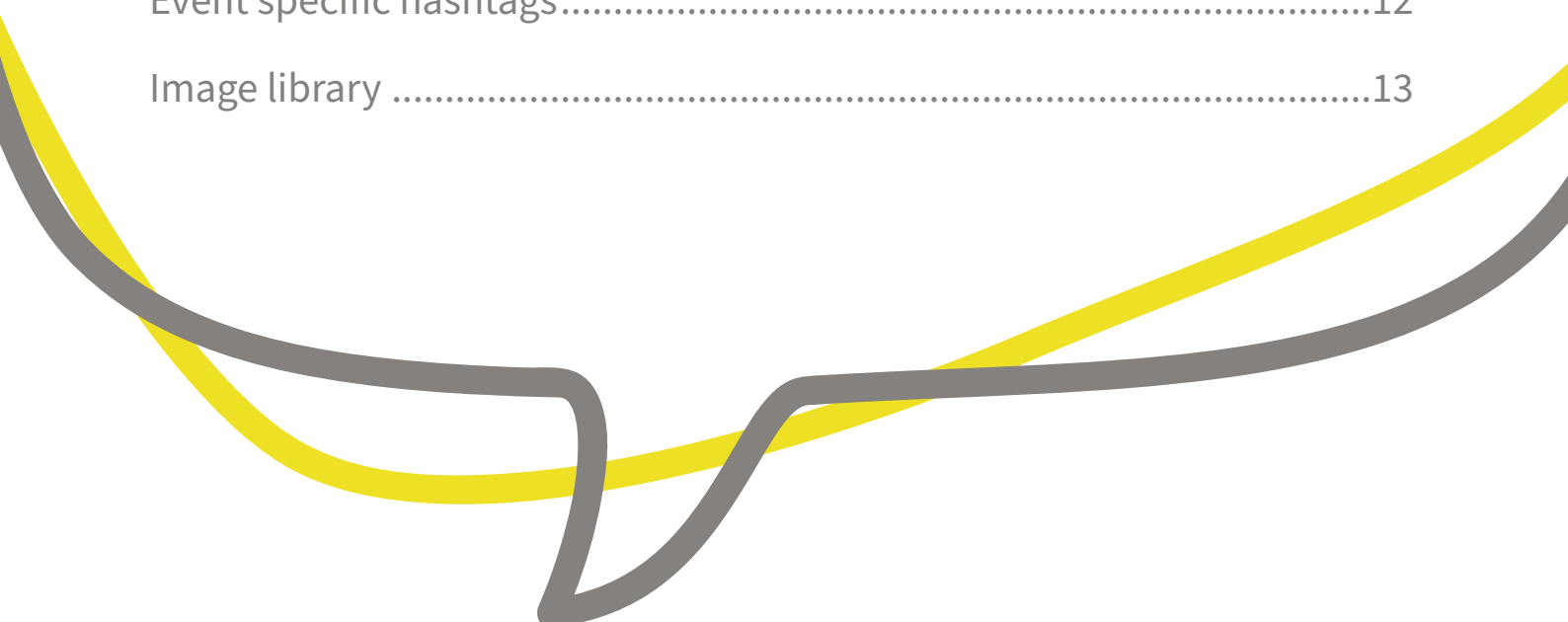
2021 Update

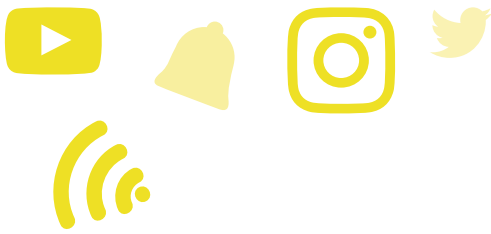




# Contents

Overview.....	3
Theme: The EYE partners and strategy.....	4
Theme: EYE on Yellow Fever podcast.....	5
Theme: Vaccination campaigns, Democratic Republic of Congo.....	6
Theme: Vaccination campaigns, Sudan.....	7
Theme: Risks of urbanization and climate change.....	8
Theme: Yellow Fever prevention.....	9
Theme: The global risk of Yellow Fever.....	10
Theme: 4 things you need to know about Yellow Fever.....	11
Event specific hashtags.....	12
Image library.....	13





# Overview

We encourage you to temporarily change your social media profile and cover photos to highlight the work of the Eliminating Yellow Fever Epidemics Strategy. Below is an example of the images you can use. To access them for each different platform i.e. Facebook, Twitter etc, we have created a Social Media Toolkit Dropbox folder. Please click below:

[Click here](#)

## Example cover photos



Option 1, with face masks



Option 1, without face masks

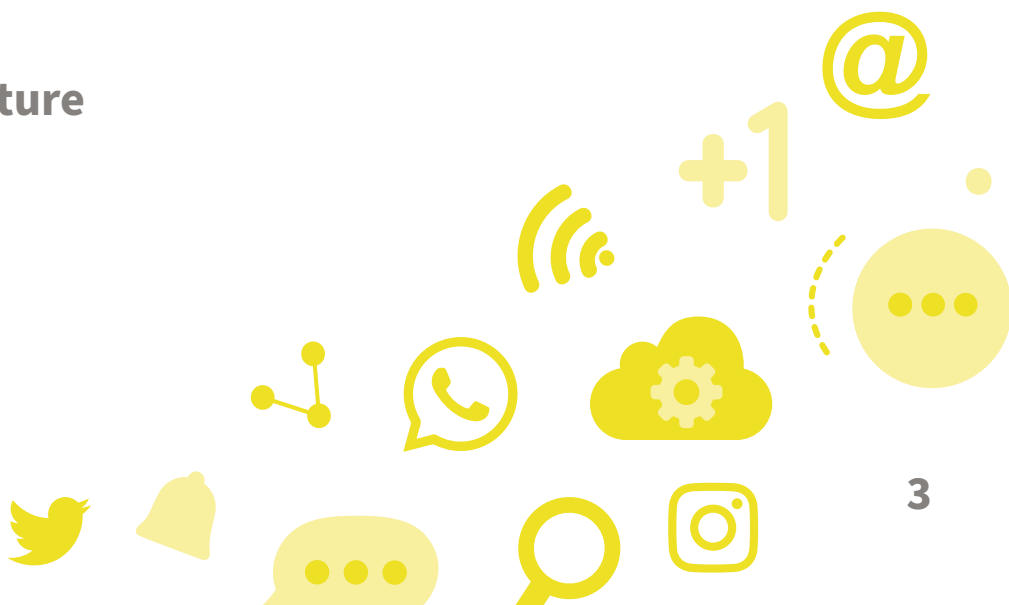


Option 2, with face masks



Option 2, without face masks

## Example profile picture



# Theme:

## The EYE partners and strategy



@WHO @Gavi @UNICEF & 50+ partners are working to eliminate #yellowfever #epidemics

#EYEstrategy partners aim to protect 1billion+ people in #Africa by 2026

#EYE2021 #wearepartners #infectiousdiseases #vaccineswork #COVID19 #pandemic  
#vaccinesafety



The World Health Organization, Gavi, the Vaccine Alliance, UNICEF and more than 50 other partners are working to eliminate #yellowfever epidemics. The EYE Strategy partners aim to protect more than 1 billion people in #Africa by 2026.

#wearepartners #vaccineswork #covid19 #coronavirus #vaccinesafety #infectiousdiseases  
#epidemiology #pandemic #vaccine

#outbreaks #EYE2021

### Suggested image for your posts:



[Download here](#)



## Theme:

# Eye on Yellow Fever podcast

**‘EYE on yellow fever’ is a podcast series highlighting the global risks of yellow fever and how the EYE Strategy is addressing these challenges in the most-affected countries.**

The Eliminate Yellow Fever Epidemics (EYE) Strategy was launched in 2017 with the vision to stop all yellow fever epidemics by 2026.

Yellow fever is one of the world’s most deadly diseases. If you think it’s a disease that can only be found in tropical climates, think again. Even with a single shot vaccine, the risk of outbreaks of yellow fever is significant and growing globally.

EYE on Yellow Fever is a ten-part series that takes you inside a concerted global effort to ensure that yellow fever does not become the next big global health threat.



#yellowfever is a deadly disease & a global threat. In our podcast #eyeonyellowfever we talk to experts in fields like #climatechange & #epidemiology on how to stop another global health crisis. Listen & subscribe here: <https://buff.ly/3AeqnHU> & <https://buff.ly/3zetv5D>

Below are links from the EYE Strategy Twitter account on the first three episodes of the podcast. Please help us to share and reach more people. To access all our social media assets for the podcast series, which includes quote cards and audiograms, [click here](#). If any access issues to the Dropbox folder, please email [EYE.Strategy@who.int](mailto:EYE.Strategy@who.int).

### **Tweet 1 - Episode 1 clip**

Dr Ambrose Talisuna (Health Security Advisor at the WHO Regional Office for Africa)

### **Tweet 2 - Episode 1 clip**

Dr Joachim Hombach (Senior Health Adviser, Executive Secretary SAGE; Immunization, Vaccines & Biologicals, WHO)

### **Tweet 3 - Episode 1 clip**

Dr Moise Yapi (Surveillance Officer, WHO)

### **Tweet 4 - Episode 2 published**

Dr Sylvain Aldighieri & Dr Soce Fall

### **Tweet 5 - Episode 2 clip**

Dr Sylvain Aldighieri - Head of Epidemic Alert and Response, Pan American Health Organization

### **Tweet 6 - Episode 2 clip**

Dr Soce Fall - Assistant Director General, Emergencies Response, WHO

### **Tweet 7 - Episode 3 clip**

Dr Chikwe Ihekweazu - Director General of the Nigeria Centre for Disease Control

## Theme:

# Vaccination campaigns, Democratic Republic of Congo (DRC)

Earlier this year, we filmed a preventive mass vaccination campaign in DRC. It highlights the reality on the ground of vaccinating large and sometimes, remote and vaccine-hesitant populations. It shows the concerted global efforts by multiple partners to protect lives, and the challenges faced in doing so.



We filmed #yellowfever #vaccination campaigns in #DRC speaking to our partners @WHO @UNICEF @GAVI @PATHtweets #DRCministryofhealth & beneficiaries. Please watch & share to see the global effort it takes to protect lives. #epidemic #pandemic #VaccinesWork <https://www.youtube.com/watch?v=XvEAUjXPyhA>

To watch the DRC documentary, click on the image below



## Theme:

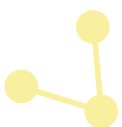
# Vaccination campaigns, Sudan



100 000 people incl. host communities & recently arrived Ethiopian refugees were included in #Sudan vaccination campaigns against #yellowfever, #cholera and #polio in April 2021 - over 77k #refugees were reach with thanks to partners @FMOH\_SUDAN @UNICEF @gavi & @WHO #VaccinesWork



+1



[Download here](#)

## Theme:

# Risks of urbanization and climate change

Why does #ClimateChange put the health of billions at risk of diseases? What will happen when new areas of the world are hot and humid enough to support pathogen-carrying mosquitoes?

Find out in episode 4 of the 'EYE on Yellow Fever' podcast: <https://buff.ly/3AeqnHU>

To add an audiogram to your tweet (a clip of Professor Jonathan Patz), [click here](#).

Disease outbreaks in cities can affect the entire world. We have seen how #COVID19 has ravaged city after city. What could happen with other deadly diseases like #yellowfever with increased #urbanization? Listen to episode 5 of the Eye on YF #podcast



Population movement & #climatechange are increasing risks of urban #yellowfever #outbreaks

Protect yourself from mosquito bites and get vaccinated! #EYE2021 #wearepartners #infectiousdiseases #vaccineswork #COVID19 #pandemic #vaccinesafety #eyestrategy



Population movement & #climatechange are increasing risks of urban #yellowfever #outbreaks

Protect yourself from mosquito bites and get vaccinated! #EYE2021 #wearepartners #pandemic #vaccinesafety #wearepartners #outbreaks #vaccineswork #covid19 #coronavirus #vaccinesafety #infectiousdiseases #epidemiology #pandemic #vaccine #eyestrategy

## Suggested image for your posts:



[Download here](#)





# Theme:

## Yellow Fever prevention



How to prevent #yellowfever

Get vaccinated! One shot in the arm is sufficient to ensure protection for life.

#EYE2021 #wearepartners #infectiousdiseases #vaccineswork #COVID19 #pandemic  
#vaccinesafety #epidemiology #pandemic #eyestrategy #vaccine #outbreaks



How to prevent #yellowfever

Get vaccinated! One shot in the arm is sufficient to ensure protection for life.

#EYE2021 #wearepartners #infectiousdiseases #vaccineswork #COVID19 #pandemic  
#vaccinesafety #epidemiology #pandemic #vaccine #outbreaks #eyestrategy

### Suggested image for your posts:



[Download here](#)



9

+1



## Theme:

# The global risk of Yellow Fever



Episode 1 of the EYE on #yellowfever #podcast is out! Hear one of our experts - Dr Ambrose Talisuna of @WHO - discuss how the 2016 #Angola & #DRC YF outbreak nearly became a global, public health disaster. Listen & subscribe here: <https://buff.ly/3AeqnHU> #pandemic #epidemic

To add an audiogram to your tweet (a clip of Dr Ambrose Talisuna), [click here](#) (if any access issues to the Dropbox folder, please email [EYE.Strategy@who.int](mailto:EYE.Strategy@who.int))

Find out in episode 4 of the 'EYE on Yellow Fever' podcast: <https://buff.ly/3AeqnHU>



**(video embedded in post)**

In 2017, the Eliminate #yellowfever strategy was launched by @who @gavi @unicef & other partners. Here is why it is so important to everyone on the planet.

<https://rpst.page.link/cgiW>

#infectiousdiseases #covid19 #vaccineswork #vaccinesafety #epidemiology #EYE2021 #wearepartners #eyestrategy



**(video embedded in post)**

In 2017, the Eliminate #yellowfever strategy was launched by the World Health Organization, Gavi, the Vaccine Alliance, UNICEF and other partners. Here is why it is so important to everyone on the planet.

<https://rpst.page.link/cgiW>

#yellowfever #infectiousdiseases #covid19 #vaccineswork #vaccine safety #outbreaks #epidemiology #EYE2021 #wearepartners #eyestrategy



[Download here](#)

## Theme:

# 4 things you need to know about Yellow Fever



(video embedded in post)

The EYE Secretariat comprises @who @gavi & @unicef to eliminate #yellowfever by 2026 – still working to prevent #epidemics during #covid19

4 things you need to know about YF

<https://rpst.page.link/eebd>

#covid19 #vaccineswork #EYE2021 #wearepartners #eyestrategy



(video embedded in post)

The EYE Secretariat comprises @who @gavi & @unicef to eliminate #yellowfever by 2026 – still working to prevent #epidemics during #covid19

Here are 4 things you need to know about Yellow Fever

<https://rpst.page.link/eebd>

#yellowfever #infectiousdiseases #covid19 #vaccineswork #vaccine safety #outbreaks #epidemiology #EYE2021 #wearepartners #eyestrategy



[Download here](#)



[Download here](#)

## Event specific hashtags:

#EYE2021

#wearepartners

## Frequently used hashtags:

#yellowfever

#coronavirus

#covid19

#eyestrategy

#vaccine

#outbreaks

#infectiousdiseases

#vaccineswork

#epidemiology

#vaccinesafety

#pandemic

## Hashtags for languages other than English:

#FievreJaune

#FebreAmarela

#FiebreAmarilla

## Follow us on social media

Click each of the icons below.



@EYE\_Strategy



@EYEstrategy



# Image library

Click each image to download, or access the full library via the link at the bottom of this page.  
If any access issues to the Dropbox folder, please email [EYE.Strategy@who.int](mailto:EYE.Strategy@who.int).



[Click here to access the full library](#)