



“Did you know...” social media campaign toolkit for World Rabies Day 2020

Background

The *Did you know...* social media campaign was initially developed to support World Rabies Day 2018. It has since been updated for WRD 2020 to build on the World Rabies Day theme - ***End Rabies: Collaborate, Vaccinate.***

The campaign aims to -

- Share basic rabies prevention messages with the community
- Provide calls to action around World Rabies Day
- Share progress towards the goal of elimination of human deaths from dog rabies by 2030

It consists of a set of graphics, messages, and links to resources or further information. The graphics have been taken from various Global Alliance for Rabies Control (GARC) resources and paired with rabies prevention messages. These can be mixed and matched, with messages modified or different messages created. This allows it to be used at a local, national, regional, or even at the global level, with tailored graphics, messages, and links.



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Plan

Twenty-eight (28) suggested messages have been created below. GARC will be sending out at least one message a day from September 1st to September 28th, which is World Rabies Day. We will do this via Facebook and Twitter, using the hashtags #WorldRabiesDay, #EndRabiesNow, #rabies, and #ZeroBy30.

Who can join the campaign?

Anyone can join the campaign. The only requirement is that you want to help eliminate rabies! Governments, organizations, and individuals can use their social media to raise awareness and educate others about rabies.

How can I (or my organization) join the campaign?




There are various ways in which you can get involved and join this global campaign.

- Share and like World Rabies Day posts from GARC.
- Share the standard messages from this toolkit (below) with your social media networks, modifying them wherever relevant.
- Create and send out a new set of graphics and messages, just using the *Did you know...* concept.

If GARC is tagged (Twitter - <https://twitter.com/RabiesAlliance>; FB - <https://www.facebook.com/GlobalAllianceforRabiesControl/>) or #WorldRabiesDay is used, we will share new graphics and messages on our network as well. This is a great way to get word out about your organization too!

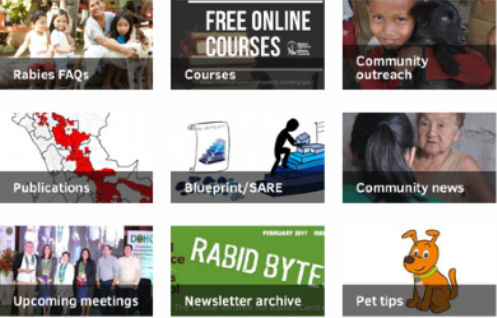

The table below provides a set of 28 graphics, messages, and links that you can use to promote your work around World Rabies Day. We recommend that you also download the complete set of separate images from the GARC website, to ensure high-quality images and also so that you can choose what works best for your work.



	Message	Graphic	Link
1	<p>Did you know that #WorldRabiesDay is held every year on September 28? Register an event & join the global community to fight #rabies</p> <p>#EndRabiesNow #Zeroby30</p>		<p>https://rabiesalliance.org/world-rabies-day</p>
2	<p>Did you know that vaccinating your dogs regularly will keep them and your family safe from #rabies?</p> <p>#EndRabiesNow #WorldRabiesDay #Zeroby30</p>		<p>https://rabiesalliance.org/resources/search?type=915#teaser-6057</p>
3	<p>Did you know that you can celebrate a #rabies champion by nominating them for a #WorldRabiesDay Award? Honor an individual, student group, NGO, or government today!</p> <p>#EndRabiesNow #Zeroby30</p>		<p>https://rabiesalliance.org/world-rabies-day/awards-2020</p>

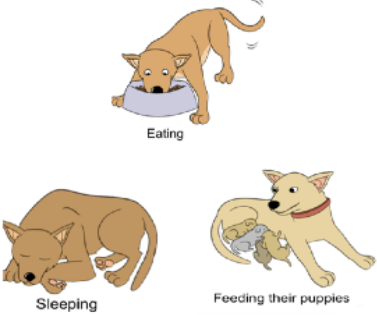
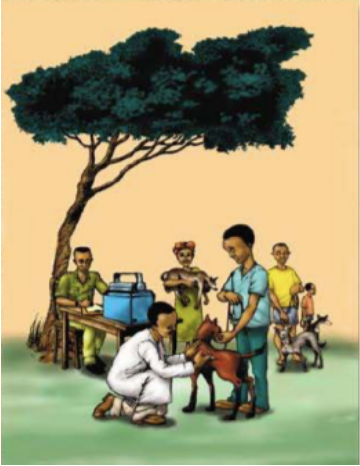
	Message	Graphic	Link
4	<p>Did you know that you should always seek medical help/ advice if bitten by a dog?</p> <p>#EndRabiesNow #WorldRabiesDay #Zeroby30 #rabies</p>		<p>https://rabiesalliance.org/resources/search?type=914#teaser-6040</p>
5	<p>Did you know that pet dogs and cats can get #rabies too, not just strays? Make sure they're vaccinated to keep them safe.</p> <p>#EndRabiesNow #WorldRabiesDay #Zeroby30</p>		<p>https://rabiesalliance.org/resources/search?type=915#teaser-6057</p>
6	<p>Did you know that dogs do not have #rabies when they are born?</p> <p>#EndRabiesNow #WorldRabiesDay #Zeroby30</p>		<p>https://rabiesalliance.org/resources/search?type=905</p>

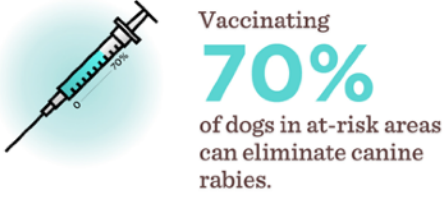




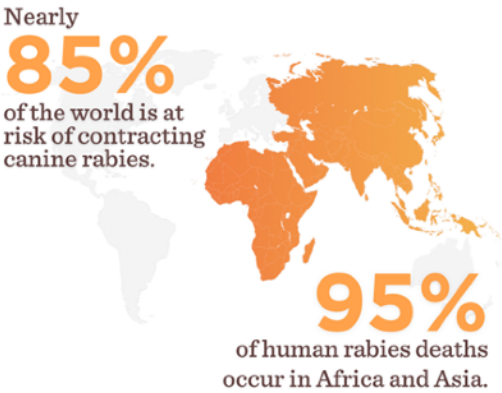

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	Message	Graphic	Link
7	<p>Did you know that you can learn the facts about #rabies by checking out our FAQs?</p> <p>#EndRabiesNow #WorldRabiesDay #Zeroby30</p>	<p>Resources</p> <p>You can find what you need by clicking on one of the resource types below, or through the resources search form on the left. Information about use and crediting of resources is available here.</p> 	<p>https://rabiesalliance.org/resources/faqs</p>
8	<p>Did you know that apart from proper food, water, exercise, and shelter, you need to vaccinate your dogs against #rabies to be a responsible pet owner?</p> <p>#EndRabiesNow #WorldRabiesDay #Zeroby30</p>		<p>https://bit.ly/33VmFGv</p>



	Message	Graphic	Link
9	<p>Did you know that you can teach your community how to prevent #rabies?</p> <p>#EndRabiesNow #WorldRabiesDay #ZeroBy30</p>		<p>https://rabiesalliance.org/capacity-building/gep</p>
10	<p>Did you know that you can prevent dog bites by learning how to behave around dogs?</p> <p>#EndRabiesNow #WorldRabiesDay #ZeroBy30 #rabies</p>		<p>https://rabiesalliance.org/tools/education-tools/gep/rec</p>

	Message	Graphic	Link
11	<p>Did you know that you should never disturb dogs that are sleeping, eating, or taking care of puppies? Learn how to behave around dogs and prevent bites.</p> <p>#EndRabiesNow #WorldRabiesDay #Zeroby30 #rabies</p>	 <p>The graphic contains three separate illustrations. The top one shows a brown dog leaning over a bowl, with the word 'Eating' written below it. The bottom-left one shows a brown dog curled up on the ground, with the word 'Sleeping' written below it. The bottom-right one shows a light-colored dog sitting and looking at a small white puppy, with the text 'Feeding their puppies' written below it.</p>	<p>https://youtu.be/WoXMuNieuuw</p>
12	<p>Did you know that the best way of preventing #rabies in humans is vaccinating your dog & keeping the vaccinations up to date? Help raise awareness about the importance of vaccination</p> <p>#EndRabiesNow #WorldRabiesDay #Zeroby30</p>	 <p>The illustration shows a group of people and a dog in an outdoor setting. A man in a white lab coat is kneeling to examine a dog. Other people are standing around, some holding dogs. There is a table with a blue cooler and a large tree in the background.</p>	<p>https://rabiesalliance.org/world-rabies-day</p>

	Message	Graphic	Link
13	<p>Did you know that a 70% vaccination coverage in dog populations can eliminate #rabies? Spread the word! #VaccinateToEliminate #EndRabiesNow #WorldRabiesDay #Zeroby30</p>		<p>https://rabiesalliance.org/world-rabies-day</p>
14	<p>Did you know that your children can easily learn about preventing dog bites through our fun activity books?</p> <p>#EndRabiesNow #WorldRabiesDay #Zeroby30 #rabies</p>		<p>https://rabiesalliance.org/resources/search?keywords=%22want%20a%20friend%22&language=All&type=55&nid=&page=0</p>
15	<p>Did you know that if you're bitten by a dog you should wash the wound with soap & running water for 15 minutes then seek medical advice?</p> <p>#EndRabiesNow #WorldRabiesDay #Zeroby30 #rabies</p>		<p>https://rabiesalliance.org/resources/search?keywords=bino&language=All&type=All&nid=</p>

	Message	Graphic	Link
16	<p>Did you know that 95% of #rabies deaths happen in Africa & Asia? We need to raise awareness on #WorldRabiesDay and every day to reach #zeroby30</p> <p>#EndRabiesNow</p>	 <p>Nearly 85% of the world is at risk of contracting canine rabies.</p> <p>95% of human rabies deaths occur in Africa and Asia.</p>	https://rabiesalliance.org/world-rabies-day
17	<p>Did you know that you can download free resources to help you run a great #WorldRabiesDay event?</p> <p>#EndRabiesNow #rabies #Zeroby30</p>	<p>World Rabies Day event resources</p> <p>GARC's World Rabies Day resources are available for you to download and use - we hope they help to make your World Rabies Day event even more successful!</p> <p>Plan and promote your event</p> <ul style="list-style-type: none"> Event Toolkit: Share, download, message and share the toolkit. You plan and communicate your event to different audiences. Banners and logos: 2020 theme banners and logo logos for World Rabies Day. Personalised posters: Add your logo to create an awareness poster in your own language. <p>Resources to help with your event</p> <ul style="list-style-type: none"> Social Media Toolkit with WRD theme: Set of mix and match messages, images and links for World Rabies Day 2020. Radio scripts: Short radio public service messages to increase rabies awareness in your region. <p>Take action</p> <ul style="list-style-type: none"> Free rabies courses: Online courses for rabies professionals and community educators. Awareness resources: Rabies prevention resources in different languages for community support. 	https://rabiesalliance.org/world-rabies-day/event-resources
18	<p>Did you know that the global #rabies prevention community is working to end deaths by 2030?</p> <p>#EndRabiesNow #WorldRabiesDay #Zeroby30</p>	 <p>GLOBAL STRATEGIC PLAN FOR "ZERO BY 30"</p> <ul style="list-style-type: none"> Unified response to rabies elimination Leveraging strengths of each organization Country centric approach Provides structure and support for rabies elimination 	https://rabiesalliance.org/policy/united_against_rabies

	Message	Graphic	Link
19	<p>Did you know that garlic can't cure rabies? Learn the facts about #rabies</p> <p>#EndRabiesNow #WorldRabiesDay #Zeroby30</p>		<p>https://rabiesalliance.org/resources/faqs</p>
20	<p>Did you know that the best way to control #rabies is education, vaccination & surveillance? Help raise awareness about the importance of prevention.</p> <p>#EndRabiesNow #WorldRabiesDay #Zeroby30</p>		<p>https://rabiesalliance.org/world-rabies-day</p>
21	<p>Did you know that #rabies still kills around 59,000 people every year, despite it being 100% preventable? Make a difference #zeroby30 #WorldRabiesDay #EndRabiesNow</p>	<p>Canine rabies kills more than</p> <p>59,000</p> <p>people every year.</p>	<p>https://rabiesalliance.org/world-rabies-day</p>

	Message	Graphic	Link
22	<p>Did you know that dog #rabies is one of the world’s oldest known zoonotic diseases & one of the most deadly? That’s why we need to #EndRabiesNow. Join us for #WorldRabiesDay</p> <p>#Zeroby30</p>		<p>https://endrabiesnow.org</p>
23	<p>Did you know that you can create customized #rabies prevention posters for your #WorldRabiesDay event?</p> <p>#EndRabiesNow #Zeroby30</p>		<p>https://rabiesalliance.org/resources/posters</p>
24	<p>Did you know that preventative measures save nearly 3 million lives annually? These include dog vaccines & post-exposure human vaccines.</p> <p>#EndRabiesNow #WorldRabiesDay #Zeroby30 #rabies</p>	<p>2.9 million lives are saved annually due to preventative measures.</p>	<p>https://endrabiesnow.org</p>



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25	Did you know that the global strategic plan to eliminate #rabies deaths by 2030 has been launched? #EndRabiesNow #WorldRabiesDay #Zeroby30		https://rabiesalliance.org/resource/zero-30-global-strategic-plan-end-human-deaths-dog-mediated-rabies-2030
26	Did you know that you can share your #WorldRabiesDay event with the whole world by registering it here? #EndRabiesNow #rabies #Zeroby30		https://rabiesalliance.org/world-rabies-day/register
27	Did you know that mass dog vaccination programs have reduced #rabies by 90% in Latin America? #EndRabiesNow #WorldRabiesDay #Zeroby30		https://rabiesalliance.org/world-rabies-day



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	Message	Graphic	Link
28	Did you know that September 28 is #WorldRabiesDay? You can collaborate and vaccinate to save lives! #EndRabiesNow #rabies #ZeroBy30	A promotional graphic for World Rabies Day 2020. It features a dark blue background with the text "END RABIES: COLLABORATE, VACCINATE" in white and orange. Below the text is the website "www.rabiesalliance.org/world-rabies-day". On the right is a circular logo with a globe and the text "WORLD RABIES DAY SEPTEMBER 28". At the bottom is a row of white human figures holding hands.	https://rabiesalliance.org/world-rabies-day