WTD SOCIAL MEDIA TOOLKIT
Social media is the perfect platform to promote World Thrombosis Day – in fact, it is one of the best ways to educate family, friends and coworkers about thrombosis and a way to connect with healthcare and education systems, policymakers and healthcare professionals.

This toolkit is intended to provide partners with starter ideas, messages, strategies, activities and resources to launch your in-country WTD campaigns, especially from a digital perspective.

Inside This Toolkit:

- Getting started
- Sample Social Media Messages
- WTD Social Media Tools
- Social Media Tips
- Taking WTD Digital
Getting Started:
The best way to get started is to follow World Thrombosis Day across all the social channels. See below for the WTD social media profiles:

![Social Media Icons](Image)

**WTD 2020 Hashtags**

#WTDay20
#EyesOpenToThrombosis
#KnowThrombosis

Use these hashtags every time you post!

**PRO TIP**
About WTD

World Thrombosis Day (WTD) is an annual, global initiative to reduce death and disability from thrombosis, which kills one in four people worldwide. Through education and advocacy, WTD seeks to raise awareness of the causes, risk factors, signs/symptoms and evidence-based prevention and treatment of thrombosis among the public and health professionals alike. Our mission supports the World Health Assembly's global target of reducing premature deaths by non-communicable disease by 25 percent by 2025, as well as the World Health Organization’s Thirteenth General Programme of Work 2019–2023, the Montevideo Roadmap 2018-2030 on NCDs and the Political Declaration of UNGA’ Third High-level Meeting on NCDs.

Why Eyes Open to Thrombosis?

We believe that eyes are windows to the mind. With continued lack of awareness of thrombosis – by health care professionals, the general public and policy makers, – the World Thrombosis Day 2020 campaign wants to capitalize on the importance of building awareness by breaking through the chaos of life and touching the mind. Eyes Open to Thrombosis is a wakeup call. Don't wait until tomorrow, open your eyes to thrombosis today.

When Is WTD?

WTD is recognized every year on 13 October, the birthday of Rudolf Virchow, a German physician and pathologist who first developed and advanced the concept of “thrombosis.” While individual countries may hold thrombosis awareness and education events year-round, 13 October provides a timely platform to elevate the conversation about thrombosis.
Venous thromboembolism (#VTE) is often times fatal, but the good news is that many, if not most cases are preventable. Know the risk factors & if you experience a sign or symptom seek immediate medical attention. Open your eyes to thrombosis today. #WTDay20 #EyesOpenToThrombosis

Venous thromboembolism is a condition that includes both deep vein thrombosis (#DVT) and pulmonary embolism (#PE). Together they are known as #VTE – it’s a simple combination. Open your eyes to thrombosis today. #WTDay20 #EyesOpenToThrombosis

1 in 4 people worldwide die of conditions caused by thrombosis, otherwise known as #bloodclots. Thrombosis is the often preventable underlying pathology of the top-3 cardiovascular killers which is why we need to open our eyes to thrombosis today. #WTDay20 #EyesOpenToThrombosis

Venous thromboembolism (#VTE) is a leading cause of death and disability worldwide even though it is often preventable. Be proactive and open your eyes to the risk factors, and know the signs and symptoms. For more information visit worldthrombosisday.org #WTDay20 #EyesOpenToThrombosis

#Thrombosis does not discriminate. It affects people of all ages, races and ethnicity, and occurs in all sexes. Contributing to the deaths of 1 in 4 people per year worldwide, we must open our eyes to the risk factors! #WTDay20 #EyesOpenToThrombosis
World Thrombosis Day Messages of Celebration

Cut and paste these messages to celebrate World Thrombosis Day on 13 October.

- We’re proud to join @ThrombosisDay & 2,000+ orgs around the world for #WTDay20 to empower others to #KnowThrombosis. Learn more at worldthrombosisday.org. #EyesOpenToThrombosis

- We are celebrating World Thrombosis Day by raising awareness about #bloodclot risk factors, signs & symptoms. Join us to help save lives! #WTDay20 #EyesOpenToThrombosis

- Today is #WorldThrombosisDay! Help others to #KnowThrombosis by sharing info on risks, signs & symptoms. #WTDay20 #EyesOpenToThrombosis

- Do you #KnowThrombosis? Educate others on #bloodclot risk factors, signs & symptoms at worldthrombosisday.org #WTDay20 #EyesOpenToThrombosis

- Proud to be a part of global movement that is helping to save lives! Join us on 13 Oct for #WTDay20 & make a difference @ThrombosisDay #EyesOpenToThrombosis

- DYK that #VTE is the leading cause of preventable #hospital death? For #WTDay20 we encourage all health systems to implement VTE risk assessment. #EyesOpenToThrombosis

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World Thrombosis Day Digital Assets

World Thrombosis Day has an extensive database of digital assets to help you raise awareness of thrombosis and to celebrate WTD on 13 October. All of these assets can be found at www.WorldThrombosisDay.org under Campaign Resources.

LOGOS

World Thrombosis Day logos and Eyes Open to Thrombosis logos are available for download. Please review the WTD Symbol and Usage Guidelines before using.

SOCIAL MEDIA COVERS

These banner images will fit the cover photos on your social media profiles. Add these to your Facebook, Instagram and Twitter today to show support and to raise awareness.

If you use Canva.com to create social images, let the campaign team know and we will share WTD Templates.

SOCIAL MEDIA IMAGES

Use these social media images to accompany the messages on the previous pages or create your own post of support. Don't forget to tag World Thrombosis Day.

#WTDay20 / #EyesOpenToThrombosis
Social Media Tips!

- @ Don't forget to tag World Thrombosis Day and to use #WTDay20 in all your posts.
- Add a WTD profile frame and change your cover photo to support the campaign.
- Twitter only allows 280 characters so make sure your tweets are short and to the point.
- Always try to include a link to provide additional detail. You can shorten links on twitter using free programs such as https://bitly.com/
- Connect with your followers! Respond to their comments and share and like their information.
- Not sure what to say? You can always share/retweet the posted World Thrombosis Day messages.
- Use social media to promote your events. Tell the audience what you are doing, when you are doing it. You can create a countdown and more!
- Posts with photos and videos have shown to perform better than posts without. Use the WTD social media graphics to enhance your post.
How to Celebrate WTD Online

There are many different ways to celebrate World Thrombosis Day online - here are a few suggestions on how you can use your voice to help raise awareness across the internet.

- Participate in the World Thrombosis Day Twitter Chat
- Participate in the World Thrombosis Day Educational Webinar
- Submit a #MyClotStory and encourage others to submit as well
- Share WTD resources across your social media channels
- Share and watch the Ask the Expert videos
- Feature WTD content on your website, blog or social media
- Reach out to local celebrities and ask them to share messages of support on WTD
- Include WTD content in your e-newsletter or e-communication
- Partner with healthcare professionals and host an educational webinar
- Write a blog or be a guest blogger on WTD and thrombosis
- Host an online educational happy hour
- Film a video and post - and share with the WTD campaign to help promote it
- Host a Facebook Live or Instagram Live in recognition of WTD
- Include WTD banners and other graphics on social media pages
- Ask other organizations / individuals to join the WTD campaign as a partner online
- Post a survivor selfie and share it with the WTD campaign
- Encourage others to join the WTD campaign

#WTDay20 / #EyesOpenToThrombosis