



**WORLD THROMBOSIS DAY**  
13 OCTOBER

HOW TO GUIDE

# USING SOCIAL MEDIA

to build awareness of thrombosis

## Magnify your voice using social media

Utilizing social media is key to building awareness of thrombosis. Create visually appealing content, such as infographics and videos, to educate people about risks and prevention. Use hashtags to amplify your reach and engage with relevant communities. Encourage participation through contests or Q&A sessions. Monitor analytics to refine strategies and ensure effective communication. By leveraging social platforms effectively, you can spread crucial information and promote thrombosis awareness to a broader audience.

### Get started:

- Connect with thrombosis organizations to collaborate.
- Use relevant hashtags for a broader reach.
- Communicate key messages consistently with partners.
- Utilize WTD resources for support and materials.

### • Understand platform demographics:

Know your audience and where they are most active. For instance, X (formerly Twitter) is more used by healthcare professionals, while Facebook is popular among patient communities.

### • Customize content:

Customize your messaging for each platform to resonate with its users. Use visuals on Instagram for impactful storytelling and longer-form content on LinkedIn for detailed discussions.

### • Engage and amplify:

Actively engage with followers by responding to comments, sharing user-generated content and participating in relevant conversations. Utilize features like retweets, shares, and hashtags to amplify your message and increase visibility across platforms.





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## Getting Started

- **Follow us on social media**



ThrombosisDay



WorldThrombosisDay



WorldThrombosisDay



WorldThrombosisDay



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- **Use the official hashtags**

#WTDay24

#WorldThrombosisDay

#MoveAgainstThrombosis

- **Like and share posts**

Spread the word by sharing posts from the WTD social accounts.

- **Create a custom social media post and share your story**

Use the WTD social media post builder to share the reason why WTD is important to you.

- **Download and share template campaign posts**

WTD has a series of pre-made social media posts in multiple languages available for download.



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**Use these messages to show your support on social media!**

13 October



**We Support**  
worldthrombosisday.org

We are celebrating World Thrombosis Day by raising awareness about #bloodclot risk factors, signs & symptoms. Join us to help save lives! #WTD24 #MoveAgainstThrombosis



**DVT + PE = VTE**  
worldthrombosisday.org

Venous thromboembolism (#VTE) can be fatal, but many cases can be preventable. Know the risk factors and if you experience a sign or symptom, seek immediate medical attention. #WTD24 #MoveAgainstThrombosis



**1 in 4**  
PEOPLE WORLDWIDE are dying from conditions caused by thrombosis.  
worldthrombosisday.org

#Thrombosis does not discriminate. It affects people of all ages, races and ethnicity, and occurs in all sexes. One in four people worldwide is dying from a condition caused by thrombosis. #WTD24 #MoveAgainstThrombosis

**60%**  
of all VTE cases occur during or within 90 days of hospitalization, making it a leading cause of preventable hospital death.



worldthrombosisday.org

DYK that up to 60% of all VTE cases occur during or within 90 days of hospitalization. For #WTD24m we encourage all health systems to implement a VTE risk assessment. #MoveAgainstThrombosis