World Prematurity Day 2015 Social Media Campaign Guide

Your support for World Prematurity Day 2015 equates to supporting more than 50 global partners around the world joining together to raise their voices to raise awareness about premature birth. Thank you in advance for your promotion of World Prematurity Day (WPD)!

This guide outlines the social media strategy for WPD. The guide offers information and materials for individuals and organizations around the globe to use as is or help you to create your own organization’s social media messages and posts.

What is the goal of the campaign?

To increase awareness, reach and engagement around the world about the issues of premature birth, newborn health and survival.

How can I use social media to get involved?

Social media vehicles:

- WPD Facebook page www.facebook.com/worldprematurityday: The World Prematurity Day Facebook page is the central hub for this campaign.
  - You and your partner organizations are encouraged to promote the page with your audience using your own Facebook page, Twitter accounts, blog sites, newsletters, organization websites, etc.

  The www.facebook.com/worldprematurityday page:
  - Is designed as a universal social media community to engage consumers and professionals from around the world
  - Encourages participants to share premature birth stories from around the world, and spread messages about World Prematurity Day
  - Is a resource. It provides an overview of “The Problem” including three videos, a section to “Take Action”, and a “Your Story” section where you can help put a face on the issue of premature birth by sharing a personal story and photos you want to share, as well as uploading a photo to an interactive global map
  - Contains an Online Media Kit, which includes promotional assets that are easy to download and use and a Partners & Friends page, which allows partners and friends to submit posts to the page that may be featured on the main wall. The following is a list of the promotional assets in the online media kit:
• Web assets: WPD email badges, infographics, web banners, images
• Videos: World Prematurity video, Celine Dion, and Born too Soon: Kangaroo Mother Care Saves Premature Babies
• Print: PSAs, letters and messages and a fact sheet
• TV and radio: Maneet Chauhan, Celine Dion and Thalia PSAs

Key URLs
By using the following URLs to share key World Prematurity Day messages, you help administrators track our reach.

Facebook
WPD FB Page (main wall): on.fb.me/1KN1X76
WPD ‘the problem’: on.fb.me/1ESd5TZ
WPD ‘take action’: on.fb.me/1NlV01J
WPD ‘your story’: on.fb.me/1XT2D4D
WPD ‘partners and friends’: on.fb.me/1Nty5mG
WPD online media kit: on.fb.me/1NlVghe
Born Too Soon report: on.fb.me/1ESduFR

Actions
Here are 7 actions you can take to promote WPD in social media:

1. Update your organization’s Facebook and Twitter status: Describe the problem of premature birth in your country, or promote World Prematurity Day events. Then ask people to get involved by “liking” the WPD Facebook page and sharing their story.

2. Post photos and videos to the WPD Facebook page that illustrate the problem of premature birth in your country and write about what your organization is doing to help. For new users: Posts should be no more than 420 characters (including punctuation
marks and spaces) to be fully visible in timelines. Facebook the company has its own algorithm set for public posts; sometimes not all posts are visible on the timeline. Your post is more likely to be on the timeline, if it’s concise, engages others to rise to action (by likes) and is visually appealing (from uploaded photos).

3. Update your organization’s Facebook “cover image” to promote World Prematurity Day.

4. Share the World Prematurity Day graphics: Throughout the campaign, we will post six shareable graphics that illustrate the problem of premature birth through powerful visuals and copy. These can be shared to your page from the main WPD wall. An inventory of graphics is available now in the online media kit that you can post to your wall at your discretion.

5. Share posts, “Like”, and comment: Use Facebook’s tools to share photos, videos and status updates from the WPD Facebook page.

6. Post updates on the “Partners & Friends” tab on the WPD Facebook Page: Share what your organization is doing on World Prematurity Day, actions taken by governments, your program successes, historic building/landmark lightings and your local awareness events. Periodically, posts on this tab will be shared to the main wall.

7. Reserve a time to have your organization’s posts featured on the World Prematurity Facebook page by directly sharing from your wall. Please note that posts should not contain solicitations for donations, but should instead focus on topics like your local events, mission successes, volunteer spotlights or employee spotlights. You can reserve a time for your post on this Google Sheet here (bit.ly/1OjEHVg), which is updated in real time, once your information is added and saved online.

Thunderclap

We need you to spread the word by joining the Thunderclap for World Prematurity Day. Thunderclap is a crowd-speaking platform that will help amplify our mission to fight prematurity with the power of a crowd. When you join today, Thunderclap will post a
one-time message at 9 a.m. ET on November 17 to your social media account of choice. You can join us by using your Facebook, Twitter or Tumblr account or all three! With your help, we can reach more than a million people and raise awareness about premature birth. Sign up for Thunderclap here!

Buzzday

On November 17, share your story about the impact of prematurity on you, your child or someone you know. With our partners, we’ll be urging policymakers, researchers, health care providers and you to help us raise awareness on Twitter about the problem of prematurity. We need you to join in as well!

Here are two actions you can take to promote Buzzday in social media:

1. Post an announcement on your blog, Facebook, Twitter or other social media platform using #worldprematurityday

   a. Sample post: Premature birth can happen to anyone. Help us raise awareness about World Prematurity Day on Nov 17 #WorldPrematurityDay

   b. Sample tweet: 15 million babies are #borntoosoon each year across the globe. Help me spread the word about #worldprematurityday!

2. Join the Buzzday on Twitter on November 17. Plan to send one or more messages using the #worldprematurityday tag at some point during the day. Retweet both promotional and day-of messages to build the buzz for the day.

We look forward to having you join the conversation. Together, we can make strides to improve knowledge and raise awareness!

Social Media Messaging Calendar for Facebook.com/WorldPrematurityDay

These messages will be posted to the main wall on the date indicated and are subject to change. Partners and friends can share these posts to their Facebook pages, and additional messages will be added as the campaign progresses.
<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>World Prematurity Day Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-Nov</td>
<td>Tuesday</td>
<td>WPD Meme #2</td>
</tr>
<tr>
<td>4-Nov</td>
<td>Wednesday</td>
<td>World Prematurity Day is a team effort – a coalition of organizations from around the world coming together to help solve this problem. Learn more about the work we are doing and join us in fighting prematurity around the world [link to partner tab]</td>
</tr>
<tr>
<td>6-Nov</td>
<td>Friday</td>
<td>Most premature births happen spontaneously. Common causes of premature birth include: smoking, multiple pregnancies, infections and chronic conditions such as diabetes and high blood pressure; however, often no cause is identified.</td>
</tr>
<tr>
<td>9-Nov</td>
<td>Monday</td>
<td>WPD Meme #3</td>
</tr>
<tr>
<td>10-Nov</td>
<td>Tuesday</td>
<td>Did you know that you can make our cover photo your own? Show your support for World Prematurity Day by changing your Facebook cover leading up to the day! Visit our Take Action page and click “download.” on.fb.me/INVOIJ</td>
</tr>
<tr>
<td>11-Nov</td>
<td>Wednesday</td>
<td>WPD Meme #4</td>
</tr>
<tr>
<td>12-Nov</td>
<td>Thursday</td>
<td>World Pneumonia Day</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Prematurity and pneumonia are two of the main killers of children under five #worldpneumoniaday #worldprematurityday bit.ly/1N29pPs</td>
</tr>
<tr>
<td>13-Nov</td>
<td>Friday</td>
<td>WPD Meme #5</td>
</tr>
<tr>
<td>15-Nov</td>
<td>Sunday</td>
<td>Promotion of your story on the map</td>
</tr>
<tr>
<td>16-Nov</td>
<td>Monday</td>
<td>World Prematurity Day is tomorrow, Tuesday, November 17! Follow us throughout the day and share lightings from around the world to help raise awareness. Begin posting WPD announcements for different time zones. CHANGE COVER PHOTO AT MIDNIGHT.</td>
</tr>
<tr>
<td>17-Nov</td>
<td>Tuesday</td>
<td>WORLD PREMATURITY DAY</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Today the March of Dimes will co-host a 2-day Prematurity Prevention Conference in Chrystal City, Virginia, to bring together health care practitioners, insurers, policymakers, purchasers, regulators and concerned citizens to discuss programs and policies to prevent prematurity.</td>
</tr>
<tr>
<td></td>
<td>6 a.m. EST</td>
<td>Today is #WorldPrematurityDay. Take action to raise awareness! Spread the word by sharing posts, liking the page and telling everyone you know to do the same! Together we will make a difference!</td>
</tr>
<tr>
<td></td>
<td>8 a.m. EST</td>
<td>WPD Meme #6</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td></td>
</tr>
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</tr>
<tr>
<td>Noon EST</td>
<td>As the sun sets around the world, be on the lookout for buildings lit purple in honor of #WorldPrematurityDay. If you see a building lit up in purple, please post a picture to the WPD wall.</td>
<td></td>
</tr>
<tr>
<td>2 p.m. EST</td>
<td>#WorldPrematurityDay is not only a time to raise awareness, but also a time for reflection. Who do you honor today? Add your story to our interactive map.</td>
<td></td>
</tr>
<tr>
<td>4 p.m. EST</td>
<td>TBD: Norway goes purple for #WorldPrematurityDay!</td>
<td></td>
</tr>
</tbody>
</table>
| 5 p.m. EST         | On #WorldPrematurityDay, we want to thank the NICU nurses and doctors who have touched the lives of so many.  
                       TBD: Ireland goes purple for #WorldPrematurityDay! |
| 6 p.m. EST         | [Partner Post]                                                        |
| 7 p.m. EST         | TBD: Turkey goes purple for #WorldPrematurityDay!                      |
| 8 p.m. EST         | [Partner Post]                                                        |
| 9 p.m. EST         | TBD: The United States goes purple for #WorldPrematurityDay – New York City’s Empire State Building! [share Empire State Building photo]  
                       TBD: Toronto, Canada’s CN Tower goes purple for #WorldPrematurityDay |
| 11 p.m. EST        | TBD: Italy goes purple for #WorldPrematurityDay!  
                       TBD: Costa Rica goes purple |
| 18-Nov Midnight    | TBD: Cedar Rapids, Iowa (US) goes purple.  
                       TBD: Philadelphia, Pennsylvania (US) goes purple for #WorldPrematurityDay!  
                       Early morning (canned, scheduled): Thank you everyone who helped spread the word, raised awareness, and brought hope on #WorldPrematurityDay. We loved seeing your pictures and reading your stories. Together we did something amazing today! |
| Daytime            | Morning: Sharing best light images from around the US – later time zones – Detroit, California, Peace Bridge US to Canada  
                       Afternoon: Sharing WPD in the news articles |
| 19-Nov             | CHANGE COVER PHOTO                                                    |
Other messages

NOTE: To ensure proper tagging on Facebook, you must retype “@worldprematurityday” or the name of other Facebook pages in your post. For more information on tagging organizations on Facebook, please visit: http://on.fb.me/1AJVFXy

**Facebook organizational messaging**

- Did you know that more babies die from premature birth than from health problems like malaria and AIDS? Visit and like @worldprematurityday to find out how you can help.

- Did you know that premature birth is the leading cause of death in children under 5 worldwide? Find out more about how we can make a difference by joining the movement: @worldprematurityday

- Premature birth can happen to anyone. Help us raise awareness about #WorldPrematurityDay on November 17. Like @worldprematurityday to find out how you can help.

- 15 million babies are #borntoosoon around the world. Nearly 1 million babies die due to complications of premature birth, and many who survive face a lifetime of disability. Did you have a preemie? What does Prematurity Awareness Month mean to you? Join us at @worldprematurityday!

- Together we can reduce premature mortality from non-communicable diseases by 1/3 http://bit.ly/1NhlkMd #WorldPrematurityDay #EWECisME #EveryNewborn

**Facebook personalized messaging**

- I honor the nearly million babies #borntoosoon worldwide who died this year. Join me today @ WorldPrematurityDay on.fb.me/1KN1X76

- Premature birth is the leading cause of death in children under 5 worldwide. Check out @worldprematurityday to find out how you can help make a difference.

- I honor the 15 million babies who are struggling to survive their premature birth by supporting @WorldPrematurityDay. Post your story to the global map and connect with others around the world. on.fb.me/1KN1X76

- I support World Prematurity Day today and am asking you to honor all babies by liking @worldprematurityday. Find out how you can take action and spread the word about care and prevention to those around the world. on.fb.me/1KN1X76
Twitter
We invite you to join the conversations we are having all month long:

- Nov 4, 11 a.m. ET, #PreemieChat with @NICHD_NIH
- Nov 9, 2 p.m. ET, #ActEarly with @AUCDNews (Association of University Centers on Disabilities)
- Nov 12, 1 p.m. ET, #PrematurityChat with @keepemcookin
- Nov 13, 9 p.m. ET, #NICUChat with @PeekabooicuRN
- Nov 18, 1 p.m. ET, #NICUPMAD with @postpartumprog (PostPartum Progress) & @selenidotorg (Seleni Institute)
- Nov 19, 1 p.m. ET, #PreemieChat with @GeneticAlliance

Below are sample tweets we encourage you to post and re-tweet immediately, leading up to World Prematurity Day.

Please note: For tweets that contain a bit.ly link, you CANNOT delete the http:// before that link or it will not function.

Twitter World Prematurity Day messaging

In addition to the below messaging, more detailed documents are in the World Prematurity Day Facebook Page Online Media Kit: on.fb.me/1NlVghe

- We can change the face of #premature birth. Join us Nov 17 on #WorldPrematurityDay [Include image]
- Join us & take part in the 2015 World Prematurity Buzzday on FB & Twitter on Nov 17 using #worldprematurityday!
- 15 million babies are #borntoosoon around the world every year. Low-cost solutions exist and can save lives #WorldPrematurityDay
- What if 1 day, millions of ppl around the world joined together for babies #borntoosoon? Join # WorldPrematurityDay on.fb.me/1KN1X76
- Do you have a personal experience with #premature birth? Help us mark #WorldPrematurityDay by sharing your story: on.fb.me/1XT2D4D
- You might be surprised by how your country ranks on #premature birth: on.fb.me/1ESduFR #WorldPrematurityDay [Include image]
- Skin-to-skin contact-Kangaroo Mother Care-is extremely effective in helping babies #borntoosoon survive & get healthy #WorldPrematurityDay
- [Country] has just committed to addressing premature birth. Way to go! What will you do? #WorldPrematurityDay [Include image]
Premature birth rates are increasing in almost all countries – what can be done? on.fb.me/1LDEcF0 #WorldPrematurityDay

For 45% of all under-five deaths happen during the first 28 days of life due to premature birth. #WorldPrematurityDay

@WHO recommends specific interventions to improve preterm birth outcomes: bit.ly/1WMn FYV #WorldPrematurityDay

Up to 75% of deaths of preterm babies are preventable with known solutions #WorldPrematurityDay

Improving care for women & their babies will be a triple return on investment #WorldPrematurityDay #Everynewborn

Twitter Every Woman Every Child messaging

Poor environmental conditions & hazards are major causes of illness, disability & premature deaths #worldprematurityday #EWECisME

Preterm babies are prone to serious illness & death during neonatal period, proper treatment is critical @WHO #worldprematurityday #EWECisME

Global efforts to reduce child mortality rates demand urgent actions to prevent preterm birth #worldprematurityday is 11/17 @WHO #EWECisME

Infant death & morbidity following preterm birth can be reduced via interventions for mother & child http://bit.ly/1kxk9f2 @WHO #EWECisME

Twitter #DYK messaging

#DYK skin-to-skin contact (Kangaroo Mother Care) is effective in helping babies born too soon survive? #Worldprematurityday

#DYK Newborns have the highest risk of death among children? Over 40% die in the 1st month of life #Worldprematurityday

#DYK Access to contraception could save 90,000 women & prevent 59,000 newborn deaths #Worldprematurityday #fp2020 #ICFP2015

Twitter World Pneumonia Day messaging (November 12)

Prematurity & pneumonia are 2 of the main killers of children under 5 #worldpneumoniaday #worldprematurityday bit.ly/1N29pPs

Babies born too soon have increased risk of death from conditions like flu & pneumonia #worldprematurityday #fightpneumonia bit.ly/1N29pPs

We can overcome pneumonia! For info on proven prevention & treatment visit bit.ly/1N29pPs #fightpneumonia #worldprematurityday
• Bad news: pneumonia is 1 of the leading childhood killers. Good news: it doesn’t have to be. Learn more: bit.ly/1N29pPs #worldpneumoniaday

• We have made #progress, but there is more to be done to fight pneumonia & prematurity #worldpneumoniaday #worldprematurityday

**Twitter country progress messaging:**
Adapt these messages to another country using the World Prematurity Day country data excel file at the end of this section:

• In [country name], [data in column F, tab 1] babies were born too soon this year & [data in column H, tab 1] children died from preterm birth complications #WorldPrematurityDay

  e.g.

  In Ghana, 128,000 babies are born too soon this year & 8,400 children died from preterm birth complications #WorldPrematurityDay

• In [country name], [data in column D, tab 1] out of 100 babies are born too soon resulting in [data in column F, tab 1] preterm births this year #WorldPrematurityDay

  e.g.

  In Nigeria, 12 out of 100 babies are born too soon resulting in +870,000 preterm births this year #WorldPrematurityDay

• [Country name] will commemorate #WorldPrematurityDay with a national event hosted by Ministry of Health & major stakeholders

  e.g.

  South Africa will commemorate #WorldPrematurityDay with a national event hosted by Ministry of Health & major stakeholders.

Access excel here:

![Excel Icon]

Country data for World Prematurity Day
Twitter regional, specific messaging: Africa

- South Asia & sub-Saharan Africa account for half the world’s births, more than 60% of premature babies #worldprematurityday
- More than 75% of global newborn deaths occur in #SouthAsia and sub-Saharan #Africa #worldprematurityday
- Countries in Africa are standing up, taking action for #EveryNewborn. Learn more: bit.ly/1F1EJxx #WorldPrematurityDay
- In Nigeria, 98,000+ babies are born premature. We need quality health care everywhere to save #EveryNewborn. #WorldPrematurityDay
- In 2015, Ghana organized a nat’l forum on care of premature & low birth weight babies #Everynewborn #Worldprematurityday bit.ly/1QpuExD
- 15 countries have taken concrete action to advance newborn health since #EveryNewborn launch #WorldPrematurityDay bit.ly/1QpuExD

Twitter regional, specific messaging: South-East Asia

- In India, 3.3 million babies are born premature. We need quality health care everywhere to save #EveryNewborn. #WorldPrematurityDay
- More than a ¼ of under-5 deaths in India are from complications of premature birth. Learn more: bit.ly/1F1EJxx #WorldPrematurityDay
- In Pakistan, 860,000 babies are born premature. We need quality health care everywhere to save #EveryNewborn. #WorldPrematurityDay
- 1-in-5 under-5 deaths in Pakistan are from complications of premature birth. Learn more: bit.ly/1F1EJxx #WorldPrematurityDay
- Improving #KangarooCare for #EveryNewborn is priority in Punjab, Pakistan: bit.ly/1kGo4X6 #WorldPrematurityDay

Twitter birth spacing and newborn health messaging

- Birth spacing improves newborn and child survival by lengthening inter-pregnancy intervals. #worldprematurityday bit.ly/1XTgA2m
- Spacing births is key to reducing the number of premature births #WorldPrematurityDay
Twitter health worker role in newborn/preemie care messaging

- The lack of health workers needs to be addressed in many countries to help lower premature birth rates #WorldPrematurityDay
- In countries [insert your country, if applies], #healthworkers have been critical in providing essential newborn care #WorldPrematurityDay

Celebrity tweet examples that can be used by your organization

- Nov 17 is #worldprematurityday – did you know 15 million babies are born prematurely every year? Join in here: on.fb.me/1LlJpiE
- Let’s all take part in the 2015 World Prematurity Buzzday on FB & Twitter on Nov 17 using #worldprematurityday!
- Find out how you can help babies around the world: on.fb.me/1LlJpiE #worldprematurityday #marchofdimes
- What if for one day, Nov 17, millions of people around the world joined together for babies #borntoosoon? #worldprematurityday
- 15 million babies are #borntoosoon each year around the globe. Help me spread the word about #worldprematurityday!
- We all know someone affected by premature birth. Join #worldprematurityday to raise awareness: on.fb.me/1LlJpiE
- Premature birth is the leading cause of death in children under 5 worldwide #worldprematurityday

Website/blog post messaging

Use these messages on your web pages, or organizational blogs.

World Prematurity Day

- In honor of the nearly 1 million babies worldwide who die each year because they were born too soon, and the ones who struggle to survive, please "like" World Prematurity Day on Facebook. Help put a face on the problem of premature birth by reading stories from around the world and sharing your own: post a photo with a story of a child, family member or friend affected by premature birth. A global map will allow you to connect with others close to home or far away. Raise your voice for babies born too soon around the world: help spread the word by updating your Facebook status with a message about premature birth. Together we can raise awareness of this serious problem and help more babies start healthy lives.
- On November 17, 2015, World Prematurity Day global partners and parent organizations worldwide will mark the fifth annual World Prematurity Day. “Like”
World Prematurity Day on Facebook, where you can put a face on the problem of premature birth, the leading cause of death in children under 5 worldwide, by posting a photo and story to an interactive map connecting people around the world. Use the #WorldPrematurityDay hashtag to join the global conversation on Twitter.

For more information, contact:
Kieran O’Dowd, Director of Marketing
March of Dimes, USA
kodowd@marchofdimes.org

For more information on how your organization can be involved contact:
alliances@marchofdimes.org