

RESULTS Global Fund Replenishment Social Media Campaign

August 14 – September 17

August 14-20: Share a meaningful statistic

August 21-27: Ask a question that provides an uplifting answer, allow people a day to answer, then provide the correct response AND/OR Share an inspiring story

August 28-3: Offer a call to action AND/OR Share an inspiring story

September 4-10: Offer a call to action AND/OR Share and inspiring story

September 16: If the US pledges to support the @GlobalFund Replenishment today, 8 mil lives could be saved by 2020! #ENDITFORGOOD

September 17: Thank you to our Congress & the Obama Administration for replenishing the @GlobalFund & supporting families around the world #ENDITFORGOOD

Examples:

Share a meaningful statistic (on FB):

Since 2002, the @Global Fund partnership has been accelerating progress to end HIV, malaria and TB. It is our time to come together to end these epidemics for good. #ENDITFORGOOD #HIV #TB #Malaria (HIV, TB, malaria results images)

In 2000, the world gathered in #Durban for the International AIDS Conference. After gathering in Durban 16 years later for #AIDS2016, what has changed? Everything! #ENDITFORGOOD
<https://www.youtube.com/watch?v=jeOtmEbdfo&feature=youtu.be>

Share a meaningful statistic (on Twitter):

#TB #ENDITFORGOOD update: since 2002, 15.1 mil ppl have been treated for TB thru the @GlobalFund partnership (TB results image) #Voices4RESULTS

#Malaria #ENDITFORGOOD update: 582 mil ppl have been treated for Malaria thru the @Globalfund partnership (malaria results image) #Voices4RESULTS

#HIV #ENDITFORGOOD update: 9.2 mil ppl are receiving treatment for HIV thru the @GlobalFund partnership (HIV results image) #Voices4RESULTS

#Didyouknow: @GlobalFund partnership provides half the world's treatment for people living with HIV #AIDS2016 #ENDITFORGOOD <https://www.youtube.com/watch?v=jeOtmEbdfo&feature=youtu.be>

After gathering in #Durban for #AIDS2016, what's changed in the last 16 years? Everything! #ENDITFORGOOD <https://www.youtube.com/watch?v=jeOtmEbdfo&feature=youtu.be>

#Didyouknow: in 2000, only 770K ppl living with #HIV were on treatment? Today, it's 17M! #AIDS2016 #ENDITFORGOOD <https://www.youtube.com/watch?v=jeOtmEbdfo&feature=youtu.be>

Ask a question that provides an uplifting answer:

(Post a question on FB and create a poll on Twitter with the poll icon )

How many new infections from HIV, TB, and malaria could the @GlobalFund prevent by 2020? A. 200 mil B. 300 mil C. 50 mil D. 100 mil #ENDITFORGOOD

How many lives could the @GlobalFund Replenishment save over the next 3 years? A. 6 mil B. 2 mil C. 4 mil D. 8 mil #ENDITFORGOOD

Where is the 2016 @GlobalFund Replenishment being held? A. Canada B. U.S. C. Australia D. UK #ENDITFORGOOD

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Share an inspiring story:

Louie was diagnosed with TB at 24 and lost her vision. Look what she is doing now!

<https://www.youtube.com/watch?v=tvNkWitJEV8> #TB #ENDITFORGOOD

Read about 15-year-old Ambiya who was treated for TB with Global Fund support.

<https://www.youtube.com/watch?v=B-P8DjJlItg> #TB #ENDITFORGOOD

Who is fighting for children around the world? https://www.youtube.com/watch?v=BLWPw_pgDck #ENDITFORGOOD

In a country highly burdened by TB, two dedicated people are helping create a plan to reach undiagnosed cases of TB in Myanmar. <https://www.youtube.com/watch?v=IHQSfingA9U> #TB #ENDITFORGOOD

After losing their parents to AIDS and TB, these children are determined to create a better future for themselves. <https://www.youtube.com/watch?v=z-juHNJAARU> #HIV #TB #ENDITFORGOOD

Offer a call to action:

Get educated! Visit our site

http://www.results.org/newsroom/pepfar_editorial_packet_time_running_out_to_pass_major_global_health_act/ to learn more about global poverty and the Global Fund. #ENDITFORGOOD #Voices4RESULTS

Get conversational! Tell a friend to take action now.

http://capwiz.com/results/issues/alert/?alertid=73550626&MC_plugin=2141 #ENDITFORGOOD #Voices4RESULTS

Get active! Ask your legislator to discuss the @GlobalFund replenishment w/ the Obama Administration

<http://capwiz.com/results/issues/alert/?alertid=73571626> #Voices4RESULTS

Get writing! Construct a letter to the editor and submit it to your local newspaper

<http://www.capwiz.com/results/issues/alert/?alertid=73550626&type=ME> #ENDITFORGOOD #Voices4RESULTS

Get creative! Tag your legislator in a tweet or post to their FB & encourage them to support the @GlobalFund #ENDITFORGOOD #Voices4RESULTS

Helpful Tips

- *It is highly encouraged to share your own or fellow advocate's print media on FB and Twitter!*
- *Copy and paste links into a tweet instead of typing them out – it saves characters.*
- *If you're feeling adventurous, you can ask a question that provides an uplifting answer by creating a poll on FB with the poll app (https://apps.facebook.com/my-polls/?fb_source=search&ref=br_tf) instead of just writing the question in a FB post.*
- ***The objectives of this social media campaign are to inform, engage, and empower. The last objective, empower, is most important because we want people to feel empowered to contact their members of congress and ask them to speak with the Obama Administration about the Global Fund before September 1.***