## Social Media Guide

To help promote World Antimicrobial Awareness Week on social media and via email, we have some suggested content you can tailor for your service. Other resources, including images for use on social media, are available at [www.safetyandquality.gov.au/aaw](http://www.safetyandquality.gov.au/aaw) Check your organisation’s social media policy before you begin.

## Twitter

Follow the Commission - [@ACSQHC](https://twitter.com/ACSQHC)

Tips for Twitter

* Posts have a 280-character limit
* When posting a link, try using shortening URLs to save on characters (<https://help.twitter.com/en/using-twitter/url-shortener> )
* Use as many relevant hashtags and tag as many accounts as you can
* Consider using a photo to give your post more impact
* Before you tweet, check and re-check (for typos and that the tagged accounts are current and correct). You cannot edit a post once it is tweeted. It has to be deleted and re-done.
* Consider “retweeting” or quote tweeting” another accounts tweet
* If you’d like the Commission to be aware of your organisation’s tweet, and to consider retweeting, include @ACSQHC in your tweet.

Suggested hashtags

Different organisations have various preferences for hashtags. Check each year to see what’s current.

|  |  |
| --- | --- |
| #AntimicrobialResistance | WHO |
| #AMR | WHO |
| #WorldAntimicrobialAwarenessWeek | WHO |
| #WAAW | WHO |
| #HandlewithCare | WHO |
| #AntibioticResistance | CDC |
| #AntibioticGuardian | UK Health Security Agency (UKHSA) |
| #KeepAntibioticsWorking | UK Health Security Agency (UKHSA) |

Sample Tweets

* It is #WorldAntimicrobialAwarenessWeek – are you joining us? #AntimicrobialResistance #WAAW
* #AntimicrobialResistance is a global threat. Australia is joining with other countries to handle antimicrobials with care #WAAW
* Antimicrobials are a precious resource that we can’t afford to lose. Help protect them #WorldAntimicrobialAwarenessWeek #WAAW #AntimicrobialResistance
* We’re joining health organisations all over the world to protect antibiotics this #WorldAntimicrobialAwarenessWeek #WAAW #AntimicrobialResistance
* The future of #antimicrobials depends on all of us! #WorldAntimicrobialAwarenessWeek #WAAW #AntimicrobialResistance

Suggested accounts to follow

|  |  |  |
| --- | --- | --- |
| **Australia/International** | **Twitter Handle** | **Organisation** |
| **Australia** | @healthgovau | Australian Government Department of Health |
| @qldhealth | Queensland Health |
| @NSWHealth | New South Wales Health |
| @ACTHealth | Australian Capital Territory Health |
| @VICHealth | Victorian Department of Health & Human Services |
| @TasmaniaHealth | Tasmanian Health |
| @SAHealth | South Australia Health |
| @WAHealth | Western Australia Health |
| @NTGovHealth | Northern Territory Health |
| @NSWCEC | Clinical Excellence Commission - NSW |
| @SaferCareVic | Safer Care Victoria |
| @SAAGAR | South Australian expert Advisory Group on Antimicrobial Resistance |
| @NCAS\_Aus | National Centre for Antimicrobial Stewardship |
| @the\_shpa | Society of Hospital Pharmacists Australia |
| @ACIPC | Australasian College for Infection Prevention and Control |
| @AusAntibiotics | Australian Society for Antimicrobials |
| @ASIDANZ | Australasian Society for Infectious Diseases (ASID) |
| @TheRACP | Royal Australasian College of Physicians |
| @RACGP | Royal Australian College of General Practitioners |
| @CPMC\_Aust | Council of Presidents of Medical Colleges |
| @CRE\_Respond | Centre of Research Excellence RESPOND in Reducing the Burden of Antimicrobial Resistance Through Optimal Personalised Dosing |
| @NAUSP\_au | National Antimicrobial Utilisation Surveillance Program (NAUSP) |
| **International** | @WHO | World Health Organisation |
| @ECDC\_EU | European Centre for Disease Prevention and Control |
| @EAAD\_EU | European Antibiotic Awareness Day |
| @ESCMID | European Society of Clinical Microbiology and Infectious Diseases |
| @EU\_Health | EU Commission's DG Health & Food Safety (SANTE) |
| @BSACandJAC | British Society for Antimicrobial Chemotherapy |
| @NHSEngland | National Health Service England |
| @CDCgov | Centers for Disease Control & Prevention - USA |
| @CIDRAP | Center for Infectious Disease Research and Policy at the University of Minnesota |
| @CIDRAP\_ASP | Center for Infectious Disease Research and Policy at the University of Minnesota – Antimicrobial Stewardship Project |
| @IDSAInfo | Infectious Diseases Society of America |
| @SIDPharm | Society of Infectious Diseases Pharmacists - USA |
| @minhealthnz | Ministry of Health – New Zealand |
| @HQSCNZ | Health Quality & Safety Commission – New Zealand |
| @PHARMACnz | Pharmaceutical Management Agency – New Zealand |
| @CentreInfection | National Collaborating Centre for Infectious Diseases - Canada |
| @GovCanHealth | Health Canada and Public Health Agency of Canada |
| @CPHO\_Canada | Public Health Agency of Canada – Chief Public Health Officer |
| @TARGETabx | Public Health England – Primary Care |
| @P\_H\_S\_Official | Public Health Scotland |
| @eBug\_UK | equips children and young people to prevent infection and respond to AMR |
| @UKHSA | UK Health Security Agency (UKHSA) |
| @ukcpapin | UKCPA Pharmacy Infection Network |
| @OHID | Office for Health Improvement and Disparities |

## Facebook

Sample Posts

This Antimicrobial Awareness Week we are joining with health organisations around the world to promote the appropriate and safe use of antibiotics. Antimicrobials are very precious, and we are raising awareness of the problem of antibiotic resistance.

Everybody can be part of the solution - whenever antimicrobials must be used, they must be used with care.

The future of antimicrobials depends on all of us!

Antibiotic resistance happens when bacteria stop an antibiotic from working effectively – without effective antibiotics some procedures may not be possible, and some infections could be impossible to treat. Learn more about the importance of keeping antibiotics effective at [www.safetyandquality.gov.au/aaw](http://www.safetyandquality.gov.au/aaw)

## LinkedIn

Sample Post

This Antimicrobial Awareness Week #WorldAntimicrobialAwarenessWeek we’re joining with health organisations around the world to promote the appropriate and safe use of antibiotics. Antibiotics are very precious, and we are raising awareness of the problem of #AntimicrobialResistance.

Everybody can be part of the solution - whenever antibiotics must be used, they must be used with care.

The future of antibiotics depends on all of us!

Antibiotic resistance happens when bacteria stop an antibiotic from working effectively – without effective antibiotics some procedures may not be possible, and some infections could be impossible to treat. Learn more about the importance of keeping antibiotics effective at [www.safetyandquality.gov.au/aaw](http://www.safetyandquality.gov.au/aaw)

@Australian Commission on Safety and Quality in Health Care

#WorldAntimicrobialAwarenessWeek