



TACKLING COVID-19 MISINFORMATION

**A SOCIAL MEDIA TOOLKIT
FOR HEALTHCARE
PRACTITIONERS**



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FOREWORD FROM THE WORLD HEALTH ORGANIZATION

The COVID-19 pandemic has reminded us all of the vital role healthcare workers play to relieve suffering, save lives and keep populations informed, often at the expense of their own safety. While the physical risks attached to healthcare workers' daily responsibilities have visibly heightened during the pandemic, the increased strain on mental health has often gone under-reported. This strain not only stems from gruelling hours and high-risk demands, but also from online bullying targeting those who advocate for safe public health measures and counter misinformation with medical facts on social media.

Ensuring communities have access to life-saving public health information from trusted sources in their own community, and are not misled by misinformation online, is essential to ending this pandemic. What WHO first called an "infodemic" in 2020 – an overabundance of information, both accurate and inaccurate, that spreads alongside a disease outbreak – has made this pursuit challenging.

While the rapid spread of accurate information has enabled health authorities to reach an unprecedented number of people and sparked solidarity across borders, it has also led to harmful conspiracy theories and falsehoods. For instance, in the first three months of 2020, nearly 6,000 people around the world were hospitalized due to COVID-19 misinformation¹. Now, COVID-19 vaccine misinformation, coupled with the inequitable distribution of vaccines around the world, is hampering one of our most promising tools to end this pandemic.

In an effort to empower our esteemed doctors and nurses – some of the most effective messengers of public health information – to actively address COVID-19 misinformation and build vaccine confidence globally, all while safeguarding mental health, the World Health Organization is excited to welcome this social media toolkit for healthcare practitioners. This product contributes to WHO's ongoing collaboration with the Government of the United Kingdom to ensure the spread of misinformation is addressed by reliable, trusted messengers such as yourselves.

As healthcare practitioners, this toolkit aims to provide you with the tools, skills and content you need to share authentic and reliable information. There are many scientists and healthcare practitioners already amplifying public health guidance by creating and sharing simple, accurate and engaging posts with their online communities. By adding your voice to theirs, you can help people make safe healthcare choices by ensuring that facts and science rise above the noise of myths and misinformation at this crucial moment in the vaccines' rollout.

Although the infodemic cannot be stopped, it can be managed with your support as you stop the spread of misinformation in your own communities, turn the tide on the infodemic tsunami and save lives.

Andrew Pattison,
Team Lead for Digital Channels,
Digital Health and Innovation, WHO

¹www.ajtmh.org



ABOUT THIS TOOLKIT

As healthcare practitioners, you know your communities better than anyone. The most impactful thing you can do to help build vaccine confidence and address misinformation is to share facts and information across your channels in a way which you think will resonate with your communities, and feels authentic to you.

This toolkit lays out three ways in which you can help:

01 CREATING

Creating your own posts – video or images – that will engage your communities, using your tone of voice.

02 POSTING

Posting the images and videos that we have provided as part of this toolkit, along with captions which clearly communicate key vaccine messages.

03 RE-SHARING

Re-sharing vaccine information already disseminated from trusted social media sources to your networks.

Over the following pages, you'll find a step-by-step guide for each of these options, social media platform best practice to optimise your posts and guidance on how to ensure your protection online.



KEY MESSAGES TO COMMUNICATE ON SOCIAL MEDIA

- Three core vaccine confidence messages have been developed and verified by the WHO, each designed to address common misconceptions about the vaccine. Consider these ahead of engaging in any social media activity to ensure it is as impactful as possible
- Pre-approved imagery, videos and suggested captions which have been available for you to post on pages 17-22 also align to the below messages

MESSAGE A

VACCINE SAFETY

COVID-19 VACCINES ARE RIGOROUSLY TESTED FOR SAFETY AND EFFICACY BEFORE APPROVAL

FACTS TO INFORM WHAT YOU POST

- There are strict protections in place to ensure the safety of all COVID-19 vaccines.
- Before receiving validation from WHO and national regulatory agencies, COVID-19 vaccines must undergo rigorous testing in clinical trials to prove that they meet internationally agreed benchmarks for safety and effectiveness.

MESSAGE B

VACCINE DEVELOPMENT

VACCINES ARE A SAFE SOLUTION DEVELOPED AT SPEED DUE TO UNPRECEDENTED LEVELS OF SCIENTIFIC COLLABORATION, FUNDING AND THE LARGE NUMBER OF VOLUNTEERS FOR HUMAN TRIALS.

FACTS TO INFORM WHAT YOU POST

- Unprecedented scientific collaborations have allowed COVID-19 vaccine research, development, and authorisations to be completed in record time – to meet the urgent need for COVID-19 vaccines while maintaining high safety standards.
- As with all vaccines, the World Health Organisation and regulatory authorities will continuously monitor the use of COVID-19 vaccines to confirm that they remain safe for all who receive them.

MESSAGE C

VACCINES REDUCE THE RISK OF SICKNESS

BEING VACCINATED REDUCES YOUR RISK OF GETTING SERIOUSLY SICK WITH COVID-19

FACTS TO INFORM WHAT YOU POST

- The COVID-19 vaccines provide protection against the disease, as a result of developing an immune response to the SARS-CoV-2 virus.
- Developing immunity through vaccination means there is a reduced risk of developing the illness and its consequences. This immunity helps you fight the virus, if exposed.

For the latest information and guidance about vaccine safety and how they have been developed, please go to the **WHO web page**.

#VaccinesWork is the hashtag we are encouraging you to use when sharing your vaccine facts and information.



GETTING INVOLVED

HOW MUCH TIME COULD YOU DEDICATE TO THIS?



A GOOD AMOUNT TO ADDRESS COVID-19 MISINFORMATION ONLINE

NOT A LOT BUT AM STILL KEEN TO HELP ADDRESS MISINFORMATION

I HAVE SOME TIME AND KEEN TO DO MY BIT TO HELP

Go to page 11 to find guidance on creating your own images and videos communicating key vaccine messaging.

Go to pages 15 for some pre-approved images and videos which you can share on your social channels.

Go to page 23 to find a reference to some reliable sources that you can follow and then re-share relevant posts to your social channels.

A male healthcare professional, likely a nurse or doctor, is shown from the chest up. He is wearing blue scrubs and a stethoscope around his neck. He is looking down at a black smartphone held in his hands. In the background, there is a computer monitor and some papers on a desk.

OPTION 1: CREATING YOUR OWN SOCIAL MEDIA IMAGES AND VIDEOS

The most impactful thing you can do to help people make the right healthcare choices is to share simple and accurate posts which communicate key vaccine facts and science with your online communities.

The most engaging way to do this is to create your own posts - so if you'd like to, here are some tips that you may find useful:

GETTING THE MESSAGE ACROSS IN THE MOST ENGAGING WAY POSSIBLE

KNOW YOUR AUDIENCE

You know your communities better than anyone. Think about what concerns they might have about the COVID-19 vaccines and how you can share the facts with them in a way which might reassure them. You can use the messages provided to help with this and there is more information you can use on the [WHO](#) web page.

GET FAMILIAR WITH THE MESSAGING

Before creating a post, think about the message you want to get across as a starting point, then communicate as creatively as you like. It's best to be clear and concise so focus on one message per post.

Make sure you check out the 'Dos and Don'ts' on page 28.

BE ACCURATE

Before posting, double check your spelling and grammar. On social media platforms such as Twitter, you will not be able to edit your Tweet once it has gone out, so best to get it right the first time.

BE YOURSELF

The best performing posts on social media are authentic. Be professional and knowledgeable, but also be yourself.

SPEAK TO YOUR EXPERIENCES

To add further authenticity, you could speak to your own positive experiences with the COVID-19 vaccines.

GETTING CREATIVE

USE NATURAL LIGHT WHERE POSSIBLE

Shooting in daylight is advised. Lightbulbs can cause shadows and a yellow glow, so turn any lights off, where possible.

RECORD VIDEO USING THE ACTUAL SOCIAL MEDIA APP

If you are comfortable with editing images and video, you can record in the social media platform application on your phone and download the footage.

USE IN BUILT APP FEATURES

Apps like Snapchat and TikTok and features like Instagram Stories offer stickers and visible effects that you can add to your images and videos. When you get to the camera screen on these apps, there will be a note button that will allow you to explore the stickers on offer.

REVIEW AND RE-RECORD

If you do not like what you have created after you have reviewed it, you can always record it again.

GETTING TECHNICAL

USING A STAND FOR YOUR PHONE

Placing your phone in a raised position will ensure you record a professional video, as well as stabilising the focus of the shot. If you have one available, a tripod is perfect to deliver a strong video on platforms such as TikTok, Snapchat and Instagram.

CENTRE YOURSELF IN THE CAMERA

If you plan on recording a video yourself, centre yourself in the frame so all your movements can be captured. If you have access to gridlines on your camera, this can help to make sure you place yourself in the middle.

PAY ATTENTION TO YOUR PHONE ORIENTATION

When creating videos for Twitter, Facebook and LinkedIn, placing your phone in a horizontal orientation is best while vertical is best for Instagram Stories, Snapchat and TikTok.

MAKE YOUR VIDEOS ACCESSIBLE

To make your videos accessible to deaf, hard of hearing individuals or people who do not want to use headphones to know what's being said, you can add subtitles **MySubtitle**.

CREATIVE TOOLS ON OFFER

If you would like to go one step further and enhance your content with edits, subtitles, music, stickers, you can use creative tools that are downloadable from your Appstore. Below is a guide of some of the apps available to you for free (some may have in app purchases).



Ripl

Turn your photos, video and music into video slideshows



Unfold

Create stories with multiple photos



Videoshop

Turn your photos into videos



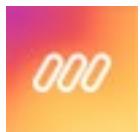
Photoshop Mix

Cut and combine images



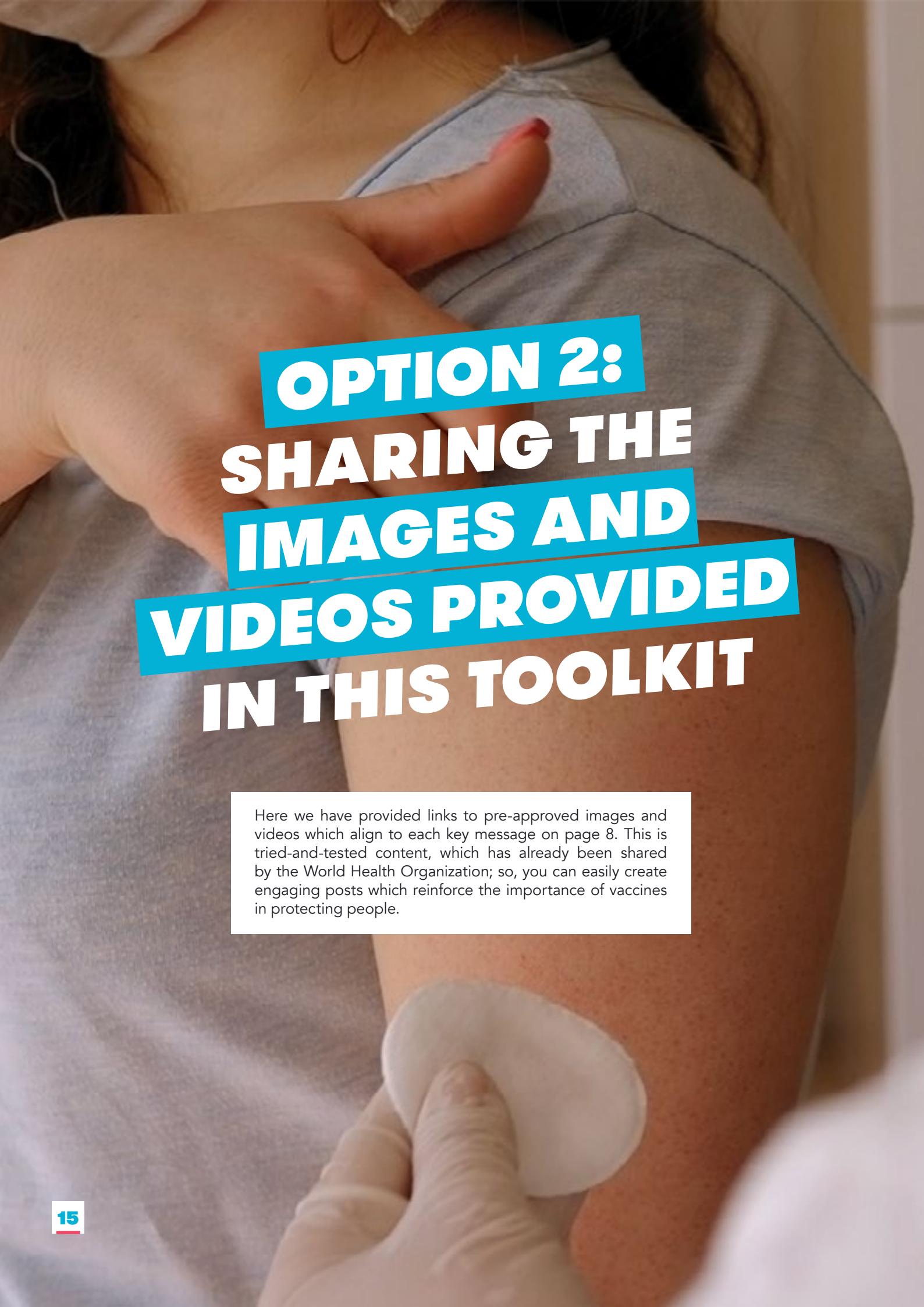
Legend

Add motion to your captions



Mojo

Create stories from a video template



OPTION 2: SHARING THE IMAGES AND VIDEOS PROVIDED IN THIS TOOLKIT

Here we have provided links to pre-approved images and videos which align to each key message on page 8. This is tried-and-tested content, which has already been shared by the World Health Organization; so, you can easily create engaging posts which reinforce the importance of vaccines in protecting people.

STEP 01

CHOOSE A MESSAGE TO COMMUNICATE (SEE PAGE 8)

To accompany each message, you can choose from:

- A video; and/or
- A set of four images; however, it is important to post all four images in the suggested order, to communicate the full narrative.

STEP 02

SELECT YOUR SOCIAL MEDIA CHANNEL

The video and images have been provided in the optimum formats for all social channels.

STEP 03

PREPARE YOUR CAPTION

Suggested social captions have been provided over pages 17-21, or you can create your own based on the key messages. Be sure to include relevant hashtags.

- **Shorter version:** Suitable for TikTok, Twitter and Instagram.
- **Medium version:** Suitable for all platforms apart from TikTok.
- **Longer version:** Suitable for Facebook, YouTube, LinkedIn and Instagram.

STEP 04

POST

Please refer to the best practice examples per social media channel on pages 29-36 of this toolkit to optimise your posts.

MESSAGE A

VACCINE SAFETY

COVID-19 VACCINES ARE RIGOROUSLY TESTED FOR SAFETY AND EFFICACY BEFORE APPROVAL

CAPTION OPTIONS

Short: Safety matters. All COVID-19 vaccines undergo rigorous testing in clinical trials before they are approved by national regulatory agencies.

#VaccinesWork

Medium: Safety comes first. Rigorous testing in clinical trials ensures all COVID-19 vaccines meet internationally agreed benchmarks and attain validation from WHO and national regulatory agencies. #VaccinesWork

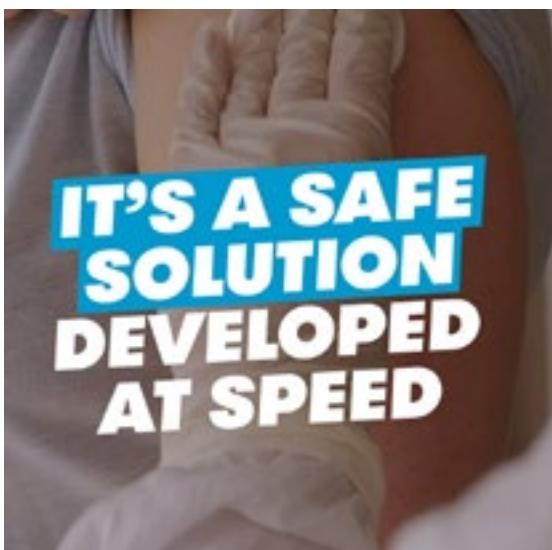
Long: Through rigorous testing in clinical trials, all COVID-19 vaccines have met internationally agreed benchmarks in order to receive validation from WHO and national regulatory agencies. This ensures they are safe and effective.

#VaccinesWork

-  Twitter Video
-  Twitter Images
-  Facebook Video
-  Facebook Images
-  Instagram Video
-  Instagram Story & Reel
-  Instagram Images
-  TikTok (Video)
-  LinkedIn Video
-  LinkedIn Images
-  Snapchat (Video)
-  YouTube (Video)

MESSAGE A

VACCINE SAFETY



HOW TO SHARE THE IMAGES AND VIDEOS PROVIDED IN THIS TOOLKIT

MESSAGE B

VACCINE DEVELOPMENT

VACCINES ARE A SAFE SOLUTION DEVELOPED AT SPEED DUE TO UNPRECEDENTED LEVELS OF SCIENTIFIC COLLABORATION, FUNDING AND THE LARGE NUMBER OF VOLUNTEERS FOR HUMAN TRIALS.

CAPTION OPTIONS

Short: Scientific collaboration, rapid funding and worldwide volunteers participating in human trials have made the COVID-19 vaccines a safe solution developed at speed. **#VaccinesWork**

Medium: Unprecedented scientific collaboration, a large number of volunteers participating in human trials and rapid funding has meant that the COVID-19 vaccines are our much needed solution developed at pace. **#VaccinesWork**

Long: Unprecedented scientific collaboration, rapid funding and a large number of volunteers participating in human trials have allowed COVID-19 vaccine research, development, and authorizations to be completed in record time. **#VaccinesWork**

-  Twitter Video
-  Twitter Images
-  Facebook Video
-  Facebook Images
-  Instagram Video
-  Instagram Story & Reel
-  Instagram Images
-  TikTok (Video)
-  LinkedIn Video
-  LinkedIn Images
-  Snapchat (Video)
-  YouTube (Video)

MESSAGE B

VACCINE DEVELOPMENT



HOW TO SHARE THE IMAGES AND VIDEOS PROVIDED IN THIS TOOLKIT

MESSAGE C

VACCINES REDUCE YOUR RISK OF SICKNESS

BEING VACCINATED REDUCES YOUR RISK OF GETTING SERIOUSLY SICK WITH COVID-19.

CAPTION OPTIONS

Short: The protection the COVID-19 vaccines provide reduces your chances of getting seriously ill with #COVID19.

#VaccinesWork

Medium: You can reduce the chances of getting seriously ill with #COVID19 by having a vaccine. The protection it provides helps you to develop immunity.

#VaccinesWork

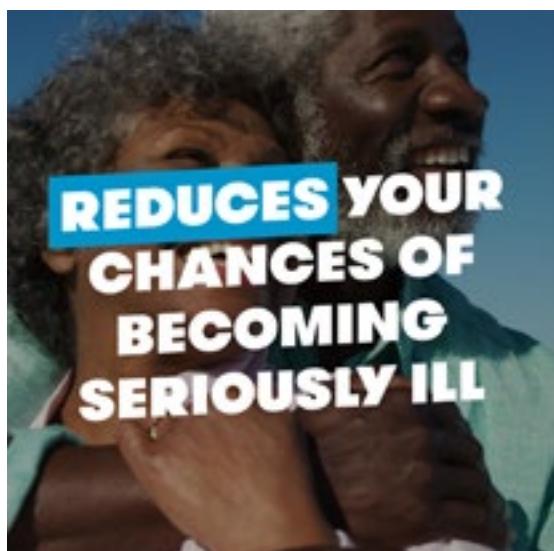
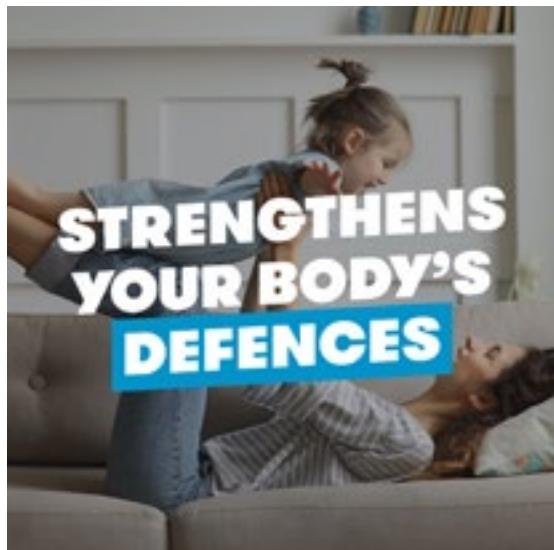
Long: Having a COVID-19 vaccine reduces your chance of getting seriously ill if you contract #COVID19. The protection it provides allows your body to develop immunity to help you fight the virus if exposed.

#VaccinesWork

-  Twitter Video
-  Twitter Images
-  Facebook Video
-  Facebook Images
-  Instagram Video
-  Instagram Story & Reel
-  Instagram Images
-  TikTok (Video)
-  LinkedIn Video
-  LinkedIn Images
-  Snapchat (Video)
-  YouTube (Video)

MESSAGE C

VACCINES REDUCE YOUR RISK OF SICKNESS



HOW TO SHARE THE IMAGES AND VIDEOS PROVIDED IN THIS TOOLKIT

OPTION 3:

SHARING POSTS FROM TRUSTED AND RELIABLE SOCIAL MEDIA SOURCES



Trusted global health organisations are already posting critical vaccine information that you can look out for and re-share. This is a quick option and will still be valuable in helping to build vaccine confidence and address misinformation.

On the next page, we have shared a list of organisations that you might want to follow and share relevant information from. These are all non-governmental, non-partisan organisations which will share approved facts and information so you can trust that the information you are sharing has been fully vetted for accuracy.

You can share posts from these organisations by:

- Retweeting on Twitter
- Sharing on Facebook or LinkedIn
- Sharing Instagram feed posts to your Instagram Stories or
- Downloading an app such as **Repost** to share Instagram grid posts, to your own grid.

WORLD HEALTH ORGANISATION HANDLES:

-  **Twitter:** @WHO
-  **Facebook:** @WHO
-  **Instagram:** @WHO
-  **TikTok:** @WHO
-  **LinkedIn**
-  **Snapchat:** @who
-  **YouTube:** @WHO
- Website**

UNITED NATIONS HANDLES:

The UN has an initiative called **Verified** which is encouraging all of us to check the information that we share. Sign up to receive content you can trust and look out for the Verified double tick.

-  **Twitter:** @UN
-  **Facebook:** @UnitedNations
-  **Instagram:** @UnitedNations
-  **TikTok:** @UnitedNations
-  **LinkedIn**
-  **Snapchat:** @UnitedNations
-  **YouTube:** @UnitedNations
- Website**

GLOBAL ALLIANCE FOR VACCINES AND IMMUNISATION

HANDLES:

-  **Twitter:** @GAVI
-  **Facebook:** @GAVI
-  **Instagram:** @gavialliance
-  **TikTok:** @gavialliance
-  **LinkedIn**
-  **YouTube**
- Website**

COALITION FOR EPIDEMIC PREPAREDNESS HANDLES:

-  **Twitter:** @CEPIvaccines
-  **LinkedIn**

VIRAL FACTS AFRICA

HANDLES:

-  **Twitter:** @viralfacts
-  **Facebook:** @viralfacts
-  **Instagram:** @viralfactsafro

It might also help to subscribe to your local health agency for the latest information in your country as they will also be share key vaccine information.



DOS AND DON'TS OF ENGAGING WITH VACCINE HESITANT AUDIENCES

DOS | ENGAGING WITH VACCINE HESITANT

- Be empathetic and listen. In most cases, people sharing misinformation think they are helping and will have genuine questions or concerns.
- Keep your key messages simple, emphasizing high safety instead of low risk as well as the social benefits of vaccines. Repeat these messages often; do not use scientific jargon or acronyms if you can avoid them.
- Repeat your key messages as often as possible so your audience will be more likely to remember them.
- Use inclusive terms to underline a shared identity with the audience e.g. 'we as parents', or 'as members of a community'.
- Underline scientific consensus with regard to vaccine safety and efficacy.
- Engage with your networks. A lot of information and misinformation is shared through messaging platforms e.g. Whatsapp, Facebook Messenger, Telegram; and spreads far and wide.

DON'TS | ENGAGING WITH VACCINE HESITANT

- Don't repeat any anti-vaccine arguments or unauthorised sources - stick to your facts.
- Don't engage directly with anti-vaccine commentators.
- Don't repeat myths which are sent to you.
- Avoid a sense of 'guilt tripping' people to get the vaccine.
- Avoid raising questions about the personal motivation of vocal vaccine deniers - save such discussions for private personal interactions.

For more information, click [here](#).

BEST PRACTICES

The following sections outline a guide to each platform's best practice, to enable you to get the most out of your posts.

USEFUL HASHTAGS & POSTING FREQUENCY

Hashtags will allow people who do not follow your profile to see your posts. On your captions, be sure to include **#VaccinesWork**

Additional hashtags to be used are:

#CovidVaccine #TheVaccine #COVID19
#TheNewNormal #HealthCare
#Coronavirus #Pandemic #Science
#CoronaVirusVaccine #ThisIsYourShot
#Medicine #Vaccinated #GetTheJab

POSTING FREQUENCY

You may simply choose to communicate one message on one occasion, or you might want to post a number of times so you can share all of the messages.

An ideal posting schedule could see you posting once a week for a three-week period, each post delivering against one of the key messages. However, even if you just have the time to post once, this will still play a vital role in fighting vaccine misinformation and increasing confidence in the COVID-19 vaccines in your community.



TWITTER BEST PRACTICES

QUICK TWITTER TIPS

- Limit to 1-2 hashtags per Tweet.
- Trending conversations get the most engagement on Twitter. Check out the 'Trending' tab and capture trending conversations to have your tweets seen by more people and share your posts in a timely manner e.g. if '#COVID19' was trending, be sure to use the phrase or hashtag. Be sure to use alongside the #Vaccineswork hashtag.
- Keep your captions short and conversational – preferably under 140 characters, you can find short and medium caption examples across pages 17-21.
- For the chance to have your posts viewed and potentially shared by relevant people to your post, mentioning them will allow it to appear in their notifications.
- **Best times to post:** Wednesday at 9.00 or Friday at 9.00.

MEDIA

Here's how to get the best out of your Twitter posts:

Post image: Option to use the images provided, however, if capturing your own, horizontal images work best on Twitter.

Video: Option to use the videos provided, however, when capturing your own using the Twitter app, turn your camera to a horizontal position.

Video length: 2 minutes 20 seconds (maximum).

If you're just setting up a Twitter account for the first time, be sure to review this guide with the latest advice [here](#).

01 KEEP IT SHORT

Tweets can contain up to 280 characters but being concise is in Twitter's DNA. Aim to keep every Tweet focused on one specific message as per the examples on page 8. If you have more to say, start a Tweet thread (by clicking the speech icon and responding to your own tweet, carrying on the conversation).

02 ADD VISUALS, ESPECIALLY VIDEO

Twitter revealed there's over 2 billion video views per day on the platform. Bold images, GIFs, and videos increase results. Share the videos or images available as outlined on pages 17-21 or create your own as outlined on page 11. Remember to keep the video short (6-15 seconds is ideal).

03 INCORPORATE TIMELY AND RELEVANT HASHTAGS

Hashtags allow you to expand your reach and tap into relevant conversations. Focus on keywords that are relevant to your post and stick to one or two hashtags per Tweet. They are included in your character count. The main hashtag for this campaign is **#VaccinesWork** and the additional hashtags could include:

#CovidVaccine #COVID19



FACEBOOK BEST PRACTICES

QUICK FACEBOOK TIPS

- Hashtags aren't recommended but they can be used, despite not increasing your reach.
- Communicate in your usual tone and be as informative as possible.
- The important part of the message should be at the beginning of the caption.
- Use images, GIFs, and/or videos whenever possible.
- There is no character count for posts, but the shorter the better.
- **Best times to post:** Wednesday at 11.00 or 13.00-14.00.

MEDIA

Here's how to get the best out of your Facebook posts:

Post image: Option to use the images provided, however, if capturing your own, horizontal images work best.

Video: Option to use the videos provided or if creating your own, both a horizontal or a vertical orientation video work. Facebook Stories, however, uses vertical video.

Video length: 30-60 seconds as an optimum length when recording your own video.

Facebook Story video length:
15 second limit.

If you're just setting up a Facebook account for the first time, you can find out how to post with the latest advice from the platform [here](#).

01 CAPTIONS - BELOW 'SEE MORE'

The first two lines of the caption will appear before your audience will need to click 'See More'. Use the suggested posts outlined on page 17-21 or if creating your own, these first three lines need to communicate the most important part of your message so the follower can 'See More' to find out more details.

02 DETAIL ALL THE INFORMATION YOU NEED

As Facebook allows links to be added to posts, you can utilise the function to its fullest. Once people are attracted to your posts, they are likely to see if the caption has any information to find out more.

03 USE VISUALS, ESPECIALLY VIDEO

Facebook favours a variety of post types (video, images or others that you may like to explore). Different types of video formats will favour different types of actions depending on what's being communicated. Short videos on Facebook can vary between 15 seconds - 1 minute. Videos get shown organically to more people when they are at least 3 minutes long.

Facebook also has a platform within their social media platform for longer form video called 'Facebook Watch', which is like YouTube.



INSTAGRAM BEST PRACTICES

QUICK INSTAGRAM TIPS

- Hashtags are vital to include to ensure your posts are seen by people who do not follow you.
- The important part of the message should be at the beginning of the caption.
- Vary between posting images, videos and Instagram stories.
- You cannot click on any links in the platform that are posted with any images, captions, comments or videos other than those posted in paid for adverts or the Instagram stories of verified accounts (with a blue tick).
- No character count, but as is true for all social media, the shorter the better.
- Tagging or mentioning relevant accounts in your post will increase the chance of your post being seen and shared by them.
- **Best times to post:** Wednesday at 11.00 or Friday at 10.00.

MEDIA

You have the option of utilising the assets provided, however, if you are creating your own, here are Instagram's optimum ratios:

Post image: Instagram grid posts in a square format.

Video: Horizontal video for Instagram TV (IGTV), vertical video for Instagram Stories and Reels and square video for a grid post. Within the App, you can record or take a picture in the correct ratios for the format.

Video length: 3 to 60 seconds.

Instagram TV video length: 15 seconds to 60 minutes.

Instagram Reel video length: 15 to 30 seconds.

Instagram Story video length: 15 second limit per video.

If you're just setting up an Instagram account, you can find out how to post with the latest advice from the platform [here](#).

01 BELOW 'SEE MORE'

The first two lines of the caption will appear before your audience will need to click 'See More'. Use these first two lines to communicate the most important part of your message so your audience can 'see more' to find out more details.

02 DIRECT TO THE LINK IN BIO

Instagram does not permit you to post links in captions, comments or Instagram Stories. The best way to direct people to another webpage is to add the webpage link in your profile bio and direct your audience to the link by saying 'For more information, click the link in my bio'. If you would like to direct your audience to multiple links, you could use a [Link Tree](#).

03 MAKE USE OF THE CREATIVE OFFERINGS IN THE STORIES

Instagram Stories allows you to use pre-created effects to add more to your videos. You can also add text and stickers to make your stories more engaging. You can use your Stories to direct people to posts on your feed. You would do this by selecting the triangular share button underneath the image or video and selecting 'Add post to story'.



TIKTOK BEST PRACTICES

If you're just setting up a TikTok account, you can find out how to post with the latest advice from the platform [here](#).

As inspiration, The UN has been collaborating with **Team Halo** - an effort to support and celebrate the collaboration between scientists all over the world helping us to end this pandemic with safe and effective vaccines.

QUICK TIKTOK TIPS

- Best performing video is between 9 and 15 seconds long.
- Including hashtags is vital to be seen by people who do not follow you.
- Posts are also searchable by songs, so using popular songs as background music to your own videos can be beneficial.
- Captions in video have a 150-character limit.
- Webpage links are not possible on any types of posts other than sponsored posts.
- **Best times to post:** Tuesday at 14.00, Thursday at 5.00 or Friday at 10.00.

MEDIA

You have the option of utilising the video provided however if you are creating your own, here are TikTok's optimum ratios:

Video: Vertical video works best for TikTok.

Video length: 15 secs for a single recording and up to 60 secs for several videos combined into one post.

01 USE FORMATS AND TRENDS THAT ARE ALREADY WORKING

TikTok has many different styles of posts that app users are used to. Identifying these styles will ensure that your videos will be accessible. By looking at what is already working, you can then create similar posts using your own ideas. The examples that can be used currently are:

#LearnOnTikTok – For people to learn about the vaccine.

#DaynNite – People use this song in the background when dispelling myths.

#covid19virus

02 LINK IN BIO

TikTok does not allow people to post clickable links in captions, comments or on top of posts. The best way to direct people to another webpage would be to add the link to the page to your profile bio and direct your audience to the link in the bio. If you would like to direct your audience to multiple links, you could use a Link Tree. Disclaimer: this isn't available to everyone yet.

03 ADD BACKGROUND MUSIC

Posting using trending songs allows you to receive more engagement and allows your posts to appear on the 'trending song' feed, giving more people a chance to see your post. You should make sure the song is relevant to the post; otherwise, your video could have a high early exit rate from users who didn't intend to view it or see it as irrelevant. You do this by pressing the 'Add Sound' button at the top of the screen when you're recording from the app. If you cannot use the most suitable trending song, be sure to use the right hashtags to allow your posts to be seen by people who do not follow your account.



LINKEDIN BEST PRACTICES

QUICK LINKEDIN TIPS

- As a work/career focused platform, this has a personable but formal tone.
- Hashtags are vital to be included in current trends – stick to a maximum of around three.
- Receiving a like from your post can open it up to that person's audience.
- Tagging people and company profiles can make them aware of your posts.
- Adding links to captions on posts with direct instructions works well on the platform.
- **Best times to post:** Wednesday 8.00-10.00 or Thursday at 9.00.

MEDIA

Option to use the videos / images provided, or if creating your own posts, here are LinkedIn's optimum ratios:

Images: Horizontal images work best.

Video: Horizontal video also works best.

Video length: Max 10 minutes, Min 3 seconds but the optimum we recommend would be around 30 to 60 seconds.

If you're just setting up a LinkedIn account, you can find out how to post with the latest advice from the platform [here](#).

01 TONE OF VOICE

On LinkedIn, the people you are speaking to are colleagues, organisations, companies and professionals, so your tone needs to be adapted for this audience – keep it warm, informative and approachable but professional.

02 WHEN TO POST

As LinkedIn is a social media network for professionals, it's best to post between your local working hours (8.00 and 6.00), especially whilst people are commuting to and from work, or on a lunch break.

03 CHARACTER LIMIT

The character limit on LinkedIn is 1,300. Try not to make your posts too long as you can always link to more information elsewhere. You have the option to use the suggested captions from the posts on pages 17-21. If you are creating a slightly longer post, make sure to summarise at the beginning so your audience knows what to expect when they press 'See More'. You have 140 characters before the 'See More' break.



SNAPCHAT BEST PRACTICES

QUICK SNAPCHAT TIPS

- This is a playful social media app so it's important to try and keep the tone light when creating your own posts
- Best performing video is around the 15 second mark.
- Posts are most effective in vertical orientation.
- Use your location to be found on the Snap Map. This will allow local people that do not follow you to view your posts.
- **Best times to post:** Any time and any day. It's a 24-hour app.

MEDIA

This is video only. You have the option to use the videos provided, or if creating your own here are Snapchat's optimum ratios:

Videos: Vertical.

Video length: Videos can be a maximum of 60 seconds per single video and a minimum of 3 seconds.

If you're just setting up a Snapchat account, you can find out how to post with the latest advice from the platform [here](#).

01 LENGTH OF VIDEO

People who use Snapchat do not usually view longer videos. Try to keep videos around the 15 second mark. If you cannot communicate the information within this time limit, it's best to expand the video only as long as it takes to convey the message and nothing more.

02 SPOTLIGHT

Like TikTok, you can add hashtags to videos to help them get discovered on the Spotlight section. This will be for people who aren't friends or subscribers of your account. Hashtags suitable for posting about the COVID-19 vaccines include:

#VaccinesWork

#CovidVaccine #COVID19



YOUTUBE BEST PRACTICES

QUICK YOUTUBE TIPS

- Best performing video is around 8 minutes.
- Tag video with specifically relevant topics for a chance to have your video recommended next to trending videos.
- There is a 5,000-character limit in the description section where you can provide further information and signpost to more resources.
- **Best times to post:** Thursday and Friday between 14.00 to 16.00.

MEDIA

This is video only. You have the option to use the videos provided, or if creating your own, here are YouTube's optimum ratios:

Videos: Horizontal.

Video length: The maximum file size that you can upload is 128 GB or 12 hours.

If you're just setting up a YouTube account, you can find out how to post with the latest advice from the platform [here](#).

01 LENGTH OF VIDEO

Unlike the other platforms, people often spend more time watching YouTube videos than on any other platform. We would recommend videos to be around the 8-minute mark to communicate the messages provided (when creating your own videos) but it can be shorter to stay consistent with the shorter videos you may have already been creating.

02 NAME OF VIDEO

The name you give your video is important to make the video searchable in the right way. People should see the title of the video and know what they are about to watch. If the video doesn't match what the person watches, there will be a huge early drop off rate. YouTube will notice this and push your video further down the algorithm, making it harder to find.

03 DESCRIPTION

You should aim to have the most important supporting information about the video on the first three lines before the 'Show More' button needs to be selected. The 5,000-character limit allows you to include links and further information that relates to the video. The video itself can direct your audience to these links and where to find them.

A photograph of a woman in a white lab coat and a blue face mask sitting on a train, looking down at her smartphone. She is wearing a blue belt and a white scrub top underneath her coat. The background shows other passengers, including a man in a suit and glasses, also wearing a mask and looking at his phone. The scene is set inside a subway car with blue and grey interior elements.

**PROTECTING
YOURSELF
ONLINE**

Unfortunately, social media can be a cruel place at times. In order to protect yourself and stay safe, here are some recommendations that could help.

- **Be aware that anything you are posting will be in the public domain**
– The information can be shared far and wide.
- **Protect your personal information**
– As a guide, do not share anything on social media that you would feel uncomfortable appearing in a newspaper.
- **Double check that you have your facts right** – Misinformation can be damaging for your personal social media credibility.
- **Pay attention to copyrights** – Do not use any photos, logos or video that you do not have the rights for.
- **Make it clear you're posting as yourself** – You do not want to inherit any abuse that an organisation may already be receiving.
- **Be careful when providing medical advice** – Signposting information and answering general questions is fine, but you should avoid providing personalised health advice.
- **Managing your privacy** Apps (e.g. Instagram, Facebook and Twitter) allow you to choose your privacy settings. If your account is set to private your posts will not be seen by anybody who doesn't follow you which can work well if you just wish to communicate with your existing followers. If you don't mind your content being seen by a wider audience, go to your settings and take your account off private.
- **Maintaining professional boundaries**
– Some of your patients may follow you and want to message you. Try and uphold and maintain professional boundaries and use your own judgement as it may not be wise to accept their 'friend' requests.
- **Protect patient confidentiality** – Under no circumstances should you share any details about a patient.
- **Do not engage with trolls** – There is further information about this on Page 28.
- **Feel free to block people sending abuse or spam** – Spam is a message that has been repeated many times on your page. You can delete / block people doing this. Please see page 51 for more on dealing with abuse.

For further information:
www.bma.org.uk



MODERATING COMMENTS

If possible, respond to comments on the day they are posted. If you receive a compliment, you can say 'thank you' or simply like the comment. Below are reasons why some comments should take priority when being responded to.

- A genuine medical question about the vaccines.
- Appreciation/support for the post.
- Questions about how to obtain the vaccines.

Here are some comments you should not respond to:

- Abusive language of any kind.
- Questions that have already been asked and answered (the answer can be found in the thread).
- Emoji appreciation, as a simple like on these will do.
- Obvious misinformation (some of these may be designed to antagonise or spark arguments. Avoid this).

These example questions and answers are based on common concerns people may have about the vaccine.

COMMENT:

How can we be sure that we trust this vaccine?

ANSWER:

Before receiving validation from WHO and national regulatory agencies, COVID-19 vaccines have gone through rigorous testing and clinical trials to prove that they meet internationally agreed benchmarks for safety and effectiveness.

COMMENT:

This vaccine was made very quickly. How do we know it's safe?

ANSWER:

Unprecedented scientific collaborations have allowed the vaccine development to be completed in record time – to meet the urgent demand whilst maintaining high safety standards. As with all vaccines, the WHO and regulatory authorities will continuously monitor the use of COVID-19 vaccines to confirm that they remain safe for all who receive them.

COMMENT:

Does the vaccine actually cure those with COVID?

ANSWER:

The COVID-19 vaccines produce protection against the disease, as a result of your body developing an immune response to the virus. Developing immunity through vaccination means there is a reduced risk of developing the illness and its consequences. This will help you fight the virus if you are exposed to it.

You can also use the WHO website as a resource to help answer questions that are outside of these examples.

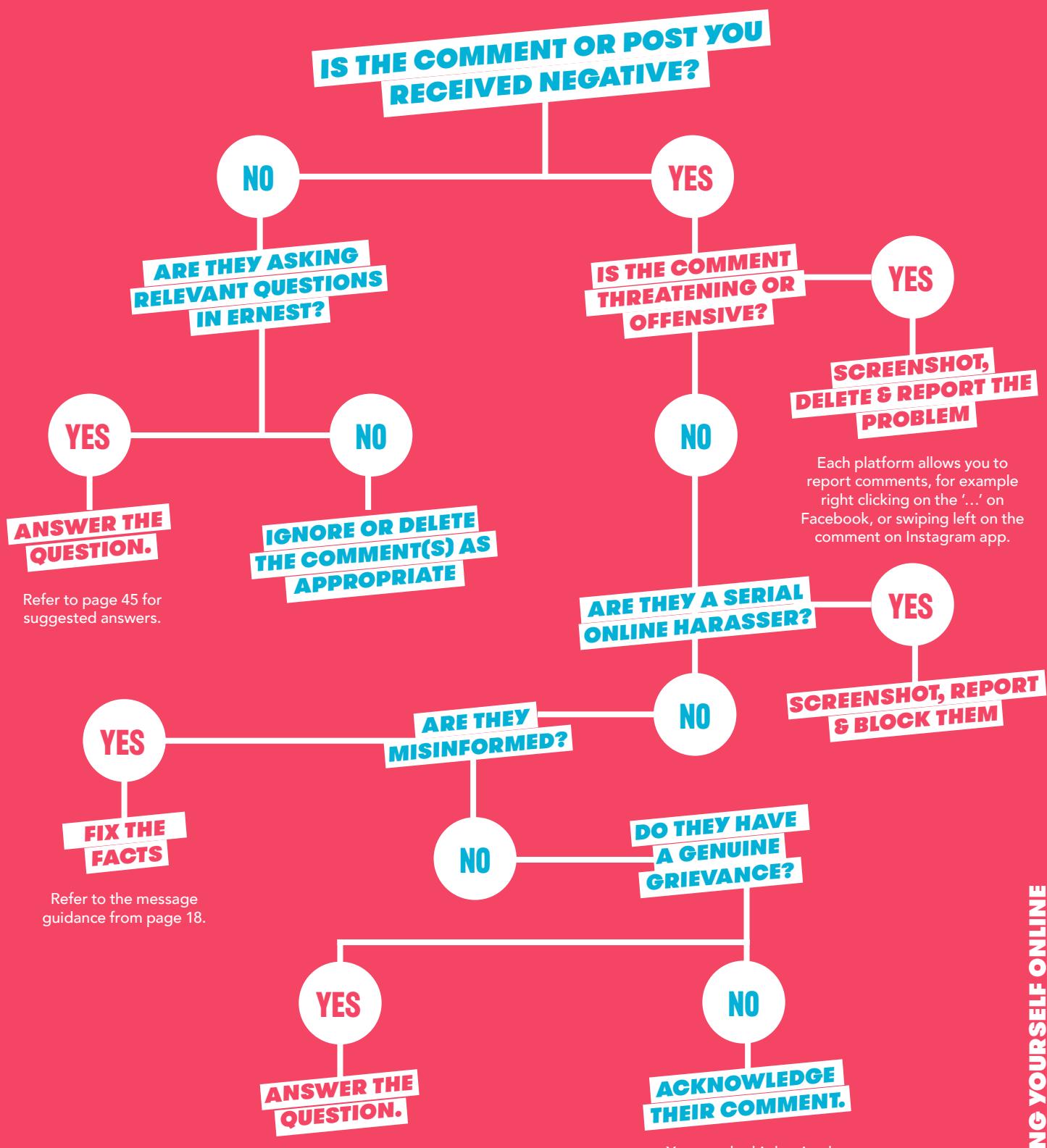
[Their Q&A can be found here.](#)

MANAGING ONLINE TROLLS

A troll is a social media user who makes deliberately offensive postings with the sole aim of provoking other users.

Social media can have unsavoury characters and profiles whose purpose it is to get your attention. This flowchart will assist you in navigating around this and help make sure that you aren't 'feeding the trolls'.

As mentioned in our Dos and Don'ts section, it is best to avoid confrontation with those who have anti-vaccine arguments or provide commentary from unauthorised sources. Try not directly engage with them, or repeat myths they share.



You can do this by simply liking the comment, answering the question, or engage appropriately. See page 45 for further guidance.

FURTHER USEFUL RESOURCES

Here are a few links to some additional resources which you may find useful.

Social Media Principles The NHS

Ethics of Social Media The BMA

COVID-19 Vaccine Information & Q&A's

The World Health Organisation

GLOSSARY

Bio – Your bio, short for biography, is the section of any digital profile that tells new or prospective followers who you are. All social platforms offer space to write a bio. It's the first thing users see when they discover your profile, and a good one can greatly improve how often you show up in keyword searches.

Carousel – A post with multiple photos and/or videos. Followers can swipe through the images. Sometimes referred to as a "Gallery."

Comment – A comment is a form of engagement in which a user replies to your social media post. Comments can offer praise, ask a question, express disagreement, and otherwise contribute to the online conversation about your social content. Comments can include text, hashtags, @ mentions, and emojis. A large number of comments shows that your post

is engaging and may boost its position in the newsfeed based on a social network's algorithm.

Content curation – Content curation involves collecting relevant content from credible sources and then sharing it with your social followers by linking to the original post. It's a way to create value for your audience beyond sharing your own original content. Sharing resources can also be a good way to build relationships with other thought leaders in your field.

Direct message – A direct message (DM) is a private message sent through a social platform. By default, DMs from non-followers are blocked or filtered into a secondary inbox. However, users who wish to use DMs to interact with their audience can change their settings to receive DMs from anyone.

GLOSSARY

Emoji – Emojis are a set of tiny graphics used in digital channels from text messages to social media. They evolved from emoticons (such as the smiley face) made using characters on the standard mobile phone keyboard.

Engagement – Engagement is any form of interaction on social media. Likes, comments, and shares are all forms of engagement.

Followers – Followers are people who have “followed” your accounts on social media. They have subscribed to your updates and ‘like’ your profile and content.

Handle – Your handle is your username on social media. It is usually noted as @username. It can also be used in your personalised URL for each social network.

Hashtag – A hashtag is a word or phrase preceded by the “#” sign. Hashtags are used on social media to tag posts as part of a larger conversation (such as #COVIDDiscussion) or topic (such as #YourVaccine). Clicking a hashtag reveals the latest posts that include the tag. Hashtags are searchable, and serve a similar role to keywords.

Feed – A feed is an updated list of all the new content posted by the accounts a user follows on social media. Rather than being purely chronological, most social media feeds are controlled by an algorithm.

Post – A post refers to any social media status update, photo, or video, or an item shared on a blog or forum.

Promote – Promote is a term used in different contexts by the various social networks, but it always indicates some form of payment to gain access to a wider audience than could be achieved through organic content.

Platform – A platform is a social network or a component of a social network. Twitter, Facebook, and Instagram are all social platforms.

Reaction – Reactions are a form of engagement on Facebook. In addition to Likes, reactions include Love, Haha, Wow, Sad, and Angry. Each of these reactions is indicated by an emoji. Facebook users can access the reaction option by hovering over or holding the Like button.

Repost – To repost is to share another user’s content on social media. This can include regramming, repinning, or retweeting. It also includes sharing another user’s Instagram post in your Instagram Stories.

Selfie – A selfie is a self-portrait photograph, usually taken with the front camera on a smartphone and shared on social media sites.

Trending – A trending topic or hashtag is one that is popular on social media at a given moment. Trends are highlighted by social networks such as Twitter and Instagram to encourage discussion and engagement among their users.

Troll – A troll is a social media user who makes deliberately offensive or annoying postings with the sole aim of provoking other users.



