



2020 INTERNATIONAL YEAR OF THE NURSE AND THE MIDWIFE

Social media toolkit for Nursing Now groups and supporters



Join the conversation

Primary hashtags

#Nurses2020
#Midwives2020
#NursingNow
#NightingaleChallenge

Secondary hashtags

#HealthForAll
#KeepthePromise
#SupportNursesAndMidwives

Key accounts

@NursingNow2020
@ICNurses
@WHO
@world_midwives
@BurdettTrust
@DrTedros
@elizabeth_iro
@LordNigelCrisp
@_dinotshe
@bathebrit

Posts for pre 1st Jan

The launch of the International Year of the Nurse & the Midwife is just around the corner! Join us on 1st Jan in thanking nurses & midwives everywhere for the wonderful work they do!
#Nurses2020 #Midwives2020

2020 marks the first ever International Year of the Nurse & the Midwife! It's going to be an amazing year full of exciting opportunities to celebrate #nurses & #midwives everywhere! Don't miss out, check out our 2020 timeline here <http://bit.ly/2DyHoS5> #Nurses2020 #Midwives2020

Graphics for use pre 1st Jan

1. For Twitter:



2. For Facebook



3. Instagram



Posts to welcome 2020

Happy New Year & Happy International Year of the Nurse & the Midwife! Let's make it a year to remember! #NursingNow would like to thank every #nurse & #midwife around the world for all they do! #UHC #HealthforAll #Nurses2020 #Midwives2020

2020 is the International Year of the Nurse & the Midwife. Let's seize this opportunity to shine a light on the incredible work #nurses & #midwives do around the world! #Nurses2020 #Midwives2020

2020 is our chance to say thank you to every #nurse & every #midwife. It's also our opportunity to call on governments everywhere to support their #nurses & #midwives, to empower them and help them achieve #healthforall. Read more: <http://bit.ly/2DyHoS5>

Happy International Year of the Nurse & the Midwife! This year we will shine a light on all that #nurses & #midwives do and can do to ensure #UHC, calling on governments around the world to show their support for #nurses & #midwives. How will you show your support? #Nurses2020

- Please revisit for new social media graphics and a Facebook frame
- Download and share messages from [Nursing Now champions](#)