

## Social Media Toolkit



1. **Hashtags:** #TheBeatContinues #ZeroMalariaStartsWithMe

2. **Priority Tags (decision makers, influencers & media):**

- **Global:** @WHO @GlobalFund @WorldBank @endmalaria @gatesfoundation @comirelief
- **Regional:** @AU\_KwesiQuartey @ALMA\_2030 @BBCAfrica @CNNAfrica @ipsnews @AfricaCDC @AUYouthProgram @PresidencyZA @StateHouseKenya @RwandaPresident
- **National:** @NAkufoAddo @MagufuliJP @PresidentBio

3. **Secondary tags (partners & allies):** @resultsuk @HFFG2001 @hdt\_tanzania @WACL\_Tweets @MalariaNoMore @CS4MEglobal @GFAN\_Africa @YL4HGhana @africa\_yl4 @CSOs4UHC

	Tweet	Word count
1.	COVID-19 has disrupted health systems hence risking resurgence of malaria-related deaths. #TheBeatContinues to focus on prevention, diagnosis & treatment of malaria #ZeroMalariaStartsWithMe @AU_KwesiQuartey @ALMA_2030 @WHO @GlobalFund @endmalaria @BBCAfrica @CNNAfrica @ipsnews	277
2.	Covid-19 may stop progress towards ending malaria. Asking Governments to allocate more resources for health so that #TheBeatContinues to END Malaria #ZeroMalariaStartsWithMe @AU_KwesiQuartey @ALMA_2030 @AfricaCDC @WHO @GlobalFund @endmalaria @BBCAfrica @CNNAfrica @ipsnews	273
3.	On WorldMalariaDay we urge leaders to increase investments to #endmalaria & save nearly 600 000 lives each year including	280

	pregnant women and children #TheBeatContinues #ZeroMalariaStartsWithMe @AU_KwesiQuartey @ALMA_2030 @WHO @GlobalFund @endmalaria @BBCAfrica @CNNAfrica @ipsnews	
4.	Calling for investments to end COVID-19 but we cannot for one minute reduce our efforts against malaria & other infectious diseases #TheBeatContinues #ZeroMalariaStartsWithMe @AU_KwesiQuartey @ALMA_2030 @AfricaCDC @WHO @GlobalFund @endmalaria @BBCAfrica @CNNAfrica @ipsnews	273
5.	The poorest & marginalized are hardest hit by malaria, likely most affected by COVID19. On WorldMalariaDay we call 4 resilienthealthsystems #TheBeatContinues #ZeroMalariaStartsWithMe @AU_KwesiQuartey @ALMA_2030 @WHO @GlobalFund @endmalaria @BBCAfrica @CNNAfrica @ipsnews	270
6.	COVID-19 pandemic is an opportunity to learn from malaria interventions on how to respond to health emergencies #TheBeatContinues #ZeroMalariaStartsWithMe @AU_KwesiQuartey @ALMA_2030 @AfricaCDC @WHO @GlobalFund @endmalaria @BBCAfrica @CNNAfrica @ipsnews	253
7.	We have effective tools & strategies to halt malaria. Next, we need to allocate needed resources #TheBeatContinues #ZeroMalariaStartsWithMe @AU_KwesiQuartey @ALMA_2030 @AfricaCDC @WHO @GlobalFund @endmalaria @BBCAfrica @CNNAfrica @ipsnews	238
8.	TODAY more countries than ever are close to malaria elimination & fewer communities live in fear of a mosquito bite #TheBeatContinues #ZeroMalariaStartsWithMe @AU_KwesiQuartey @ALMA_2030 @AfricaCDC @WHO @GlobalFund @endmalaria @BBCAfrica @CNNAfrica @ipsnews	257
9.	Global investments to end malaria also strengthen health systems that are critical to responding to new outbreaks like COVID-19 #TheBeatContinues #ZeroMalariaStartsWithMe @AU_KwesiQuartey @ALMA_2030 @AfricaCDC @WHO @GlobalFund @endmalaria	269

	@BBCAfrica @CNNAfrica @ipsnews	
10.	On World Malaria Day we are reminded that no matter what, no one should die from a mosquito bite 19 #TheBeatContinues #ZeroMalariaStartsWithMe @AU_KwesiQuartey @ALMA_2030 @AfricaCDC @WHO @GlobalFund @endmalaria @BBCAfrica @CNNAfrica @ipsnews	242

## Facebook

1. On 25 April, we mark World Malaria Day. The global theme for this year is Zero Malaria Starts With Me. To mark this day, and as the world responds to COVID-19, Youth Leaders for Health @YL4HAfrica have today launched a campaign dubbed: Malaria: The Beat Continues. This is to urge that as the world joins in fighting COVID-19 critical work of fighting malaria is not disrupted.
2. As we mark World Malaria Day, #TheBeatContinues reminding heads of African countries of need for urgent, additional, investments to strengthen health systems overstretched by COVID-19 and other infectious diseases.
3. As we mark World Malaria Day 2020, we emphasize that no one should die from malaria, a treatable and preventable disease. In these times when our lives have been confounded by COVID-19, it is important that countries do not lose sight of goals and commitments to end AIDS, TB and malaria by 2030.