

World Pneumonia Day 2011 Digital Coordination

This year, more than ever, we need your help to spread the word online. Here's how you can help:

1. Share the animated infographic:

http://www.facebook.com/preventpneumonia?sk=app_275187175835714

Sample Facebook/Google+/LinkedIn post:

Have you seen our World Pneumonia Day interactive infographic? Learn about the impact of pneumonia on children and how to protect and prevent against the disease! We've even made it easy to share on your Facebook page and Twitter!

Sample Tweet:

Have you seen the interactive #infographic about #pneumonia on our Facebook page? "Like" us & check it out! #WPD2011 <http://on.fb.me/nXDO4q>

2. Share the video:

<http://youtu.be/YwBrRg4pB-4>

Sample post:

Did you know 98% of children who die from pneumonia live in developing countries? Watch our new video to learn how to protect and prevent children from contracting pneumonia! <http://bit.ly/vPoQej>

Sample Tweet:

The fight against child #pneumonia can be won. See our video, learn how u can make a difference <http://bit.ly/vPoQej> #WPD2011

Or

See how @NoMorePneumo is working to win the fight against child #pneumonia. Watch the video: <http://bit.ly/vPoQej> #WPD2011

3. Ask for help in protecting FY2012 funding for child and maternal health:

Sample Post:

Pneumonia is the world's leading killer of children under the age of 5, taking the life of one child every 20 seconds. Help us support FY2012 funding for child survival and maternal health programs, including those addressing pneumonia, and contact your Members of Congress using our new "Take Action" tool!

http://www.facebook.com/preventpneumonia?sk=app_166101413481166

Sample Tweet:

Use our tool to tell Congress to support funding for child survival & maternal health prgrms! #WPD2011 <http://on.fb.me/sHZNL5>

4. Join the Twitter countdown and coordinated Twitter effort:

Please see the attached PDF for pre-written Tweets that you can just cut and paste to join the campaign.

5. Direct people to our website: www.worldpneumoniaday.org

Sample post:

Have you seen the new World Pneumonia Day website and blog? It's featuring great work by partners around the world and their efforts to fight global childhood pneumonia. Check it out: <http://www.worldpneumoniaday.org>

Sample tweet:

Have you seen the #WPD2011 website? It features great work by global partners fighting childhood #pneumonia: <http://bit.ly/oeGDF5>

6. Share our Animated Report Card

Sample Post:

The 2011 Pneumonia Progress Report discusses the advances being made in the fight against childhood pneumonia! Check out the animated report and see the encouraging news about how far we've come and learn more about what is still left to do! <http://worldpneumoniaday.org/learn/2011-progress-report/>

Sample Tweet:

The #WPD2011 #Pneumonia Progress Rpt looks at advances in fight against child pneumo. It's animated! <http://bit.ly/vUykuE>

7. Share and download the Pneumonia Coloring Book

Sample Post:

We all know kids love to color! That's why we've made a free coloring book that engages children and their families in learning about pneumonia and the ways it can be prevented. Download it, get coloring and submit your best pages to be featured in an online gallery! <http://worldpneumoniaday.org/pneumonia-coloring-book/>

Sample tweet:

Kids love to color! Now they can color & learn about #pneumonia! Get the fun & free book! <http://bit.ly/vQ86Q9> #WPD2011