World Antibiotic Awareness Week
OIE Social Media Toolkit
Introduction

The annual World Antibiotic Awareness Week (WAAW) will occur from the 18-24 November 2019. Each year the Tripartite (Food and Agricultural Organization of the UN, the World Organisation for Animal Health, and the World Health Organization) participate in a global effort to communicate on safeguarding antimicrobials and raising awareness on their prudent and responsible use.

As Veterinary Services, you are the powerbrokers. We count on you to harness the resources provided by the OIE to build your national communication campaign during WAAW to protect antimicrobials.

We want to hear about National Action Plans, initiatives, legislation and activities from the animal health sector in your country!

Get involved and apply the following resources to your social media activities during WAAW.

How You Can Participate

- Follow the Global Conversation by Connecting to the OIE on Social Media Accounts

Log into your organisational or personal social media account on Twitter, Facebook and LinkedIn and follow the OIE accounts for updates during World Antibiotics Awareness Week 2019!

@OIEAnimalHealth  www.oie.int/facebook  www.oie.int/linkedin

- Use Popular Hashtags when Posting on Social Media

Join the social media community and conversation by using the popular hashtags on all of your social media channels during the week.

#WAAW2019  #AntiMicrobialResistance  #OIE  #AMR

Using popular hashtags means your messages reach more people than just your followers and posts with hashtags receive 2x more engagement than those without!
The **Overall Theme** of World Antibiotics Awareness Week is *Use Antimicrobials Responsibly and Prudently*. This resounding theme has been maintained since the start of WAAW in 2015. This is the uniformed message that we ask all stakeholders to communicate on during WAAW 2019.

**Copy these messages to your social media:**

Everyone has a role to play to protect #Antimicrobials and maintain animal health by prescribing and using antimicrobials prudently and responsibly.  
#WAAW2019 #AMR @OIEAnimalHealth  

Veterinarians and paraprofessionals will be practicing in an unsure future if bacteria develop resistance to #Antimicrobials. Help protect these valuable medicines by using them prudently and responsibly.  
#WAAW2019 #AMR @OIEAnimalHealth

**Tips to communicate more effectively:**

− Target the messages of your post to a stakeholder.  
− Keep your message short and to the point.  
− Give a clear call to action to your stakeholder.  
− Add a link to provide your stakeholders with more information or direction.  
− Use the OIE Social Media post graphics to add a fun visual to your messages.
For those who want to focus their daily communication messages, we will have **Daily Themes** that you can use to target your stakeholders and the global community to increase your impact.

**Monday, 18 November 2019**

*Daily Theme:* Increasing awareness and understanding of AMR for key stakeholders

**Key Messages to be adapted to your national stakeholders:**

- We all have a role to play to keep antimicrobials efficient by only using them prudently and when needed for veterinary medical use
- Veterinarians and paraprofessionals, we need you to advocate and educate animal owners on how to use antimicrobials responsibly
- Only with stakeholder collaboration can we combat the overuse and misuse of antimicrobials in the animal health sector

**Tuesday, 19 November 2019**

*Daily Theme:* Antimicrobial use and antimicrobial resistance surveillance activities happening at global, regional and national levels

**Key Messages to be adapted to your national stakeholders:**

- Only purchase antimicrobials from nationally registered retailers to ensure quality
- Farmers should keep written records of antimicrobial prescriptions and usage
- Identify antimicrobial use trends and emergence of resistance by enabling and reporting to national surveillance systems

**Wednesday, 20 November 2019**

*Daily Theme:* Alternative practices in animal health that are being used to reduce antimicrobial use

**Key Messages to be adapted to your national stakeholders:**

- Choose animal health and welfare! Farmers can prevent disease and decrease antibiotic use by using good hygiene and animal husbandry practices with their animals
- Vaccinate livestock and companion animals and reduce the need for antimicrobials by preventing infections before they start
- Conduct antimicrobials sensitivity testing before prescribing antimicrobials
Thursday, 21 November 2019
Daily Theme: The optimization of how antimicrobials are used responsibly in animal health

Key Messages to be adapted to your national stakeholders:

− Veterinarians and animal health paraprofessionals are champions in protecting antimicrobials availability by using best practices when prescribing
− Invest in sustainable practices, such as rapid diagnostic tools to detect and treat infections with the appropriate medication
− Train and stay updated on national and international guidelines to optimise the use of antimicrobials in the animal sector

Friday, 22 November 2019
Daily Theme: Increasing investment and research focused on antimicrobial use and antimicrobial resistance

Key Messages to be adapted to your national stakeholders:

− Support research for new antimicrobials and alternatives practices for a sustainable future
− Invest in good manufacturing practices to ensure the safety and quality of antimicrobials
− Innovate to discover new approaches to tackle antimicrobial resistance! Public-private partnerships offer expanded opportunity and resources.

Find more Key Messages targeting animal health stakeholders in English, French and Spanish
Customise Your Social Media

1. Facebook Profile Frame

Update the profile photo of your organisation and/or your personal account for WAAW 2019 to show that you use antimicrobials responsibly and with care.

Steps to Update your Facebook Profile Frame
1. Log in and access the Facebook account
2. Click on ‘Update’ for your profile picture
3. Click ‘Add Frame’
4. Search for ‘World Organisation for Animal Health WAAW’
5. Select the Profile frame design and language preferred
6. Select the length of time in which the frame is visible
   a. We suggest 1 week for the full week of WAAW 2019 activities
7. Click ‘Use as Profile Picture’ to finalise your profile frame

Download the Facebook Profile Photo frames in English, French and Spanish

Alternatively, the Tripartite Facebook Profile Photo frame is also available by searching ‘Handle Antibiotics with Care’ in Step 4.
2. Social Media Photo or Text Frames

Add a frame to a photo or text to broadcast information about the activities you, your organisation or your country are participating in for WAAW. Social media posts with images increase the chance of your post being liked, shared or retweeted – a unique frame helps!

Apply a frame to a photo, video or quote using your computer

Download the social media frames in English, French and Spanish

Access social media frames using your mobile phone app

1. Using your phone, click on the link for the frame of your choice
   a. Cow or Pig
2. Take a picture, video or use one from your album
3. Share the photo on your Facebook story or wall
4. Use the official hashtag #WAAW2019
3. Email or Website Banner

Upgrade your email signature, website or blog with a banner to promote the responsible and prudent use of antimicrobials. Download the email or website banners by selecting the links below.

**Horizontal Banners:**

![Horizontal Banner](image1)

**Vertical Banner:**

![Vertical Banner](image2)

*Download the website banners in [English](image1), [French](image2) and [Spanish](image3)*

We all have a role to play to handle antimicrobials with care. You, as Veterinary Services, animal health professionals, students and industry, have an important role in sharing your message during World Antibiotic Awareness Week.

**We need you** to communicate your activities on social media!

@ [www.oie-antimicrobial.com](http://www.oie-antimicrobial.com)