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MMM SOCIAL MEDIA GUIDE



Introduction



Creating effective social media for the May Measurement Month (MMM) campaign involves a multifaceted approach. The goal is to elevate awareness and encourage participation in this global initiative. In this guide we'll look at ways that your country can boost your social media coverage.



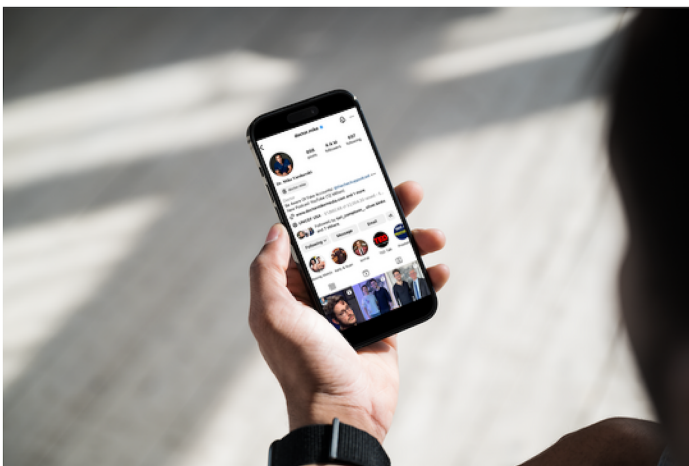
Identify Key Social Media Channels

- **National Focus:** Identify the most popular social media platforms in your country. While platforms like Facebook, Twitter, and Instagram are universally popular, some countries have local favourites (e.g., Weibo in China, VK in Russia).
- **Professional Networks:** Consider platforms like LinkedIn for reaching healthcare professionals and organisations.
- **Video and Visual Content:** Utilise YouTube and TikTok for engaging video content, which can significantly increase reach and engagement.



Engage with Influential Accounts

- **Healthcare Professionals and Organisations:** Engage with doctors, hospitals, and health organisations. Their endorsements can lend credibility and broaden reach.
- **Celebrities and Influencers:** Identify and collaborate with celebrities and influencers who are passionate about health-related causes. Their participation can dramatically boost visibility.
- **Government and NGOs:** Link with government health departments and NGOs for endorsements and to leverage their networks for wider reach.



Create Compelling Content

- **Educational Material:** Develop content that educates the audience on the importance of blood pressure measurement and management. Use infographics, short videos, and easy-to-understand guides.
- **Personal Stories:** Share stories of individuals affected by high blood pressure, focusing on prevention, management, and recovery. Personal stories can create emotional engagement and encourage shares.
- **Live Sessions:** Organise live Q&A sessions with healthcare professionals, interactive webinars, and workshops.
- **Download assets:** We have a selection of posts you can download and use straight away for Instagram, Facebook, LinkedIn and X (formerly Twitter) at www.maymeasure.org/resources



Utilise Hashtags

- **Campaign-Specific Hashtags:** Promote using the hashtags for the MMM campaign #TheBigSqueeze and #MMM24. Encourage participants to use them when sharing their experiences or related content.

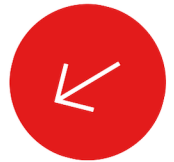


Campaign hashtags:

#TheBigSqueeze
#MMM24

Collaborate with Social Media Channels

- **Partnerships:** Reach out to the major social media channels in your country for partnerships. They might support social causes through free advertising, featured content, or custom campaign tools.



Consistency and Timing

- **Regular Updates:** Keep your audience engaged with regular updates before, during, and after May. Share progress, success stories, and next steps.
- **Try and post every day** (if you can!) or 3 times a week as a minimum.

