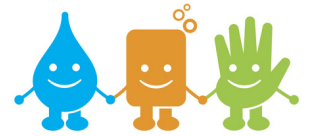
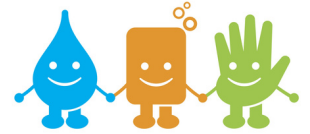


Global Handwashing Day

Social Media Toolkit





About this Toolkit

The Global Handwashing Day toolkit aims to provide examples and graphics that celebrants can share to amplify key hand hygiene messages. The toolkit includes a series of sample messages that can be used across popular social media platforms, as well as tips for broader campaign communications.

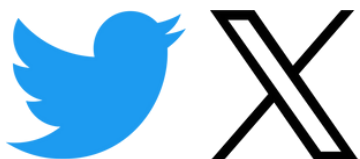
About Global Handwashing Day

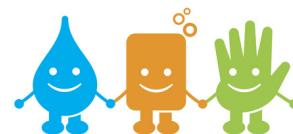
Celebrated every October 15, Global Handwashing Day is an annual global advocacy day dedicated to promoting proper hand hygiene as an easy, effective, and affordable way to prevent diseases and save lives. Based on the latest data, 2 billion people worldwide lack access to basic hygiene services. Global Handwashing Day provides a platform to take action and increase access and practice of hand hygiene to achieve Sustainable Development Goal 6: Clean Water and Sanitation for All.

Follow us for more

[@HandwashingSoap](#)

Global Handwashing Day





Sample Messages by Platform

Use and adapt these sample messages for your own social media account. These messages can be copy/pasted or adapted to suit your needs.

Threads and X (formerly Twitter)

X (formerly known as Twitter) and Threads (a new application built by Meta) are important platforms for sharing text updates and joining public conversations. These forums provide a great space to share your ideas and thoughts and for organizations to interact with important issues.

General Messages

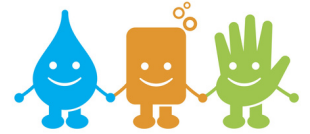
Happy #GlobalHandwashingDay! Why are clean hands still important to you? Share your responses below! Learn more here: <https://bit.ly/3Yb4R45> [GRAPHIC]

Why are clean hands still important? On this #GlobalHandwashingDay, let's reflect on the ongoing need for hand hygiene to prevent illness and save lives. Learn more here: <https://bit.ly/3Yb4R45> [GRAPHIC]

This #GlobalHandwashingDay, I'm joining @handwashingsoap and reflecting on the question, 'Why are clean hands still important?' Join me in highlighting the crucial role of hand hygiene in preventing illness and promoting health. Learn more here: <https://bit.ly/3Yb4R45> [GRAPHIC]

Broad Actionable Messages

This #GlobalHandwashingDay, wash your hands with soap at key moments to prevent infections and the spread of disease. Discover more here: www.globalhandwashing.org [GRAPHIC]



This #GlobalHandwashingDay, lead by example! Practice and promote handwashing with soap in your community to protect everyone's health. Learn more here:

www.globalhandwashing.org [GRAPHIC]

This #GlobalHandwashingDay, advocate for handwashing facilities with soap and water in all settings. Ensure everyone has access to clean hands. Find out more here:

www.globalhandwashing.org [GRAPHIC]

This #GlobalHandwashingDay, partners with others to promote handwashing with soap. Let's join forces to maximize our impact and keep communities healthy. Learn more here:

www.globalhandwashing.org [GRAPHIC]

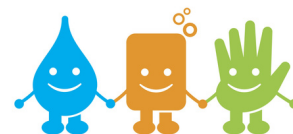
Targeted Actionable Messages

This #GlobalHandwashingDay, governments should integrate and budget for hand hygiene in national response and resilience plans, as well as long-term development strategies. Learn more here: www.globalhandwashing.org

This #GlobalHandwashingDay, donors should invest in programs that prioritize hand hygiene, promote access to hand hygiene facilities, and support public health and economic resilience. Discover more here: www.globalhandwashing.org

This #GlobalHandwashingDay, suppliers should collaborate with governments, health systems, and NGOs to ensure sustainable supply chains for hand hygiene products. Find out more here: www.globalhandwashing.org

This #GlobalHandwashingDay, businesses should prioritize hand hygiene for employee health and safety. Learn more about hand hygiene benefits here: www.globalhandwashing.org



This #GlobalHandwashingDay, institutions should implement a multi-faceted approach for hand hygiene, including promotion, accessible facilities, regular monitoring, and behavior reinforcement. Learn more here: www.globalhandwashing.org

This #GlobalHandwashingDay, academics should fill evidence gaps and translate research into practical resources for hand hygiene intervention and program development. Discover more here: www.globalhandwashing.org

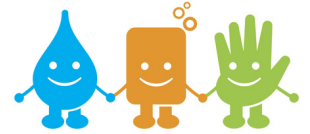
Integrated Messages

Gender influences hand hygiene needs, yet biases persist. This #GlobalHandwashingDay, let's ensure hand hygiene programs address gender equity. Learn why clean hands are still important: <https://bit.ly/4733IA6>

Handwashing stations often overlook people with disabilities. This #GlobalHandwashingDay, let's create inclusive facilities to show why clean hands are still important for everyone. Learn more here: <https://bit.ly/4fSAQPb>

Good hand hygiene is crucial for combating antimicrobial resistance. This #GlobalHandwashingDay, discover the connection between hand hygiene and AMR: <https://bit.ly/3MhxBmN>

Hand hygiene is vital in the fight against neglected tropical diseases. This #GlobalHandwashingDay, let's strengthen WASH and NTD collaborations and highlight why clean hands still matter. Learn more here: <https://bit.ly/471GHNW>



Facebook or LinkedIn

Both Facebook and LinkedIn provide an opportunity to share longer form-content. Facebook is a great platform to reach personal networks and groups, while LinkedIn has become an important platform to amplify messages among a person's professional networks.

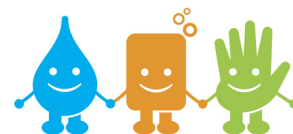
Sample Messages

Happy #GlobalHandwashingDay! Why are clean hands still important? Ensuring access to hand hygiene facilities is a start, but behavior change is essential. Making handwashing with soap a habit ensures people wash their hands thoroughly at critical times. Check out the latest research here: www.globalhandwashing.org **[GRAPHIC]**

Proper hand hygiene can combat undernutrition, keep kids healthy and in school, and save lives. To achieve these benefits, everyone must practice it regularly at key times—such as before eating or cooking, and after using the toilet. This year's theme, 'Why are clean hands still important?' encourages us to reflect on the impact of hand hygiene. Share your thoughts in the comments! #GlobalHandwashingDay **[GRAPHIC]**

Handwashing is a simple yet powerful act that can save lives. On this #GlobalHandwashingDay, we call on all institutions to implement a multi-faceted approach for hand hygiene, including promotion, accessible facilities, regular monitoring, and behavior reinforcement. **[GRAPHIC]**

Did you know proper hand hygiene can reduce the spread of disease significantly? This #GlobalHandwashingDay, make a commitment to WASH your hands regularly and teach others in your community to do the same. Together, we can make a big impact on public health! **[GRAPHIC]**



Tips and tricks



Instagram and Tiktok are great platforms to capture personal experiences and stories. While captions can be longer, it may be important to keep messages short and instead leverage the use of photos and videos to convey your message. For sample messages, see the Twitter/X section above.



Where possible, graphics are linked next to Global Handwashing Day sample messages; however, you can also add your own photo or graphic to personalize the message to your audience!



Maintain a positive and encouraging tone when responding to comments. Acknowledge contributions and questions to build a supportive community around Global Handwashing Day.

Other Communications Platforms

It is important to consider the most effective platform for your region and audience. For example, WhatsApp, TikTok, and WeChat are used prominently in different regions of the world and can be used for campaign communications. Beyond social media and networking platforms, it is also important to consider traditional websites and media to share hand hygiene messages and content.

No matter what platform you use to spread hand hygiene messages, make sure to use appropriate hashtags and keywords, such as **#GlobalHandwashingDay** and **#CleanHandsMatter**. This allows us to more accurately track the reach and impact of Global Handwashing Day.