



*In Extraordinary Times...
The Power of More*

CS4ME
CIVIL SOCIETY FOR MALARIA ELIMINATION

gfan
AFRICA

GFAN
ASIA-PACIFIC

gfan
global fund advocates network

Global Week of Action Social Media & Communications Toolkit

DATES: 7th – 11th March 2022

A. Introduction

2022 marks a pivotal year for the Global Fund to Fight AIDS, Tuberculosis and Malaria (Global Fund) as it celebrates its 20th Anniversary and holds its Seventh Replenishment.

The Seventh Replenishment Investment Case calls for us to **#MeetTheTarget** of at least US\$ 18 billion to:

- Help the world **#GetBackOnTrack** to end AIDS, TB and malaria as epidemics, and save **20 million lives** between 2024 and 2026;
- Reduce the death toll across the three diseases to **950,000 in 2026**, down from 25 million in 2020; and
- **Avert more than 450 million infections** through reducing the incidence rate by 58% across the three diseases by 2026.

However, we know that the minimum target of US\$ 18 billion is not enough! The Global Fund Advocates Network (GFAN) report “[Fully Fund the Global Fund: Get Back on Track to End AIDS, TB and Malaria in a COVID World](#)” calls for US\$ 28.5 billion to close the gaps and get back on track for the period 2023 – 2025. Following the launch of the investment case, GFAN and partners released a [statement](#) in reaction which call for all donors to close the resource gap and support the Global Fund with at least US\$ 24 billion to fight the three diseases for the Seventh Replenishment, US\$ 6 billion above the minimum funding need expressed in the Investment Case.

The fact is, we need **more investments, more collaboration, more commitment** and **more political will** if we are to achieve our goals ending the three diseases as epidemics by 2030 to achieve the Sustainable Development Goal (SDG) targets. The campaign “*In Extraordinary Times... The Power of More*” developed by [Global Fund Advocates Network Asia-Pacific \(GFAN AP\)](#) centres the voices and interests of communities and civil society in the Global Fund partnership, as we push for a fully resourced Global Fund alongside all stakeholders to **#FightForWhatCounts** as **#TheBeatContinues**.

The upcoming Global Week of Action is a singular opportunity for communities and civil society partners to show our united support for the Global Fund which has saved **44 million lives** and demonstrate that we are truly **#BetterTogether** with the **#PowerOfMore**.

For more information on this campaign, please visit <https://gfanasiapacific.org/powerofmore/>.

This guide has the following sections:

- [Purpose](#)
- [How Can I Take Action?](#)
- [Proposed Social Media Posts](#)
- [Campaign Hashtags and Handles](#)

**#GLOBALWEEKOFACTION #POWEROFMORE #BETTERTOGETHER
#THEBEATCONTINUES #MEETTHETARGET #GETBACKONTRACK
#FIGHTFORWHATCOUNTS**

B. Purpose of this Toolkit

The Global Week of Action for the Seventh Replenishment of the Global Fund is co-organised by [Civil Society For Malaria Elimination \(CS4ME\)](#), [GFAN Africa](#), GFAN AP and GFAN is a key moment towards the Seventh Replenishment Conference, hosted by the United States in Q3 of 2022 to mobilise community and civil society partners to advocate for increased pledges from donors for the Seventh Replenishment of the Global Fund.

This social media and communications toolkit provides guidance and suggestions to **amplify the reach and power of our collective campaign messages** over social media platforms to drive home the importance of a fully resourced Seventh Replenishment to donors and partners ahead of the Seventh Replenishment Conference.

For more information on the Social Media and Communications Toolkit, please contact Anukriti Singh at anukriti.singh@gfanasiapacific.org.

C. How Can I Take Action?

- Please show your support by taking a picture with your folded origami crane or elephant and post it on social media!
 - ⇒ For the **tutorial of the paper crane**: [YouTube Tutorial](#). [Webpage Instructions](#).
 - ⇒ For the **tutorial of the paper elephant**: [Webpage Instructions with YouTube Tutorial](#).
- Simply share the suggested social media content on your social media platforms, according to the posting schedule/text proposed [below](#).
- Visit the [GFAN AP Resources Page](#) to download all relevant video and image assets and upload them with the prepared captions below.
- Follow the social media channels of the following organisations, and please support us by retweeting and liking our content to show your support!
 - ⇒ GFAN AP ([Facebook](#), [Twitter](#), [LinkedIn](#))
 - ⇒ CS4ME ([Facebook](#), [Twitter](#), [LinkedIn](#))
 - ⇒ GFAN Africa ([Facebook](#), [Twitter](#))
 - ⇒ GFAN ([Facebook](#), [Twitter](#), [Instagram](#))
- Although this toolkit is focused on Facebook and Twitter, please find that graphics have been developed for Instagram as well. You can download all the graphics [here](#). You are welcomed to customise your posts accordingly to suit your communication channel

D. Campaign Hashtags and @ Handles

Due to the character limitations of Twitter, please include additional hashtags (where relevant) and tag the social media handles of the Embassy/Donor as a **follow up tweet(s)** to the original post, where applicable.

We have gathered handles on Twitter and Facebook of priority donors and heads of states available [here](#) for reference.

Adding hashtags to your tweet or Facebook post will help us better in monitoring and tracking the reach and numbers on social media – this is important for us! Campaign hashtags for your consideration include:

- #GlobalWeekOfAction
- #PowerOfMore
- #BetterTogether
- #TheBeatContinues
- #MeetTheTarget
- #GetBackOnTrack
- #FightForWhatCounts

E. Proposed Social Media Posts

Please copy the captions below and post them on your social media channels with the suggested accompanying graphics, anytime during the Global Week of Action (7th – 11th March 2022). Please select the messages that are applicable, and please feel free to amend accordingly to your country/activity context!

If you would like to make your post more exciting with different fonts, please check out [this page](#) for ideas and copy the font that you would like to use.

Please change the highlighted sections to your context (eg: name of your country or include the relevant hashtags).

1	Angle/Context: Preparation for the Global Week of Action	
	CONTENT	GRAPHICS
	<p><u>FOR FACEBOOK</u></p> <p>Communities and Civil society in [NAME OF YOUR COUNTRY] are getting ready to #FightForWhatCounts during this #GlobalWeekOfAction, with the #PowerOfMore as the #TheBeatContinues — because we are #BetterTogether.</p> <p>Across the world communities and civil society will come together for a Global Week of Action between 7-11 March to mobilise support for the Seventh Replenishment of the @theglobalfund to #MeetTheTarget of at least US\$18 bn to save 20 million lives and progress the fight against the deadliest pandemics in recent times — HIV, TB, malaria and now COVID-19.</p> <p>The Global Week of Action is implemented in [NAME OF YOUR COUNTRY] by [ORGANISATION(S)] in solidarity with @CS4ME, @GFANAfrica, @GFAdvocates and @gfanasiapacific</p>	<ul style="list-style-type: none"> • Please upload a few selected pictures of communities and civil society partners in your country getting ready for the Global Week of Action (i.e folding paper cranes/elephants, preparing letters, community planning meetings etc). • You could also upload a picture of yourself with a finished origami crane/elephant, or even a video of the process! Please refer <u>above</u> for the tutorial for an origami crane/elephant
	<p><u>FOR TWITTER</u></p> <p>Communities & Civil society in [#NAME OF YOUR COUNTRY] are getting ready to #FightForWhatCounts to #MeetTheTarget of at least US\$ 18 bn for @GlobalFund during this #GlobalWeekOfAction, with the #PowerOfMore as the #TheBeatContinues — because we are #BetterTogether!</p>	<ul style="list-style-type: none"> • Please upload a few selected pictures of communities and civil society partners in your country getting ready for the Global Week of Action (i.e folding paper cranes/elephants, preparing letters, community planning meetings etc). • You could also upload a picture of yourself with a finished origami crane/elephant, or even a video of the process! Please refer <u>above</u> for the tutorial for an origami crane/elephant

2	Angle/Context: At the entrance of the embassies of the donor countries <u>OR</u> While couriering or posting letters for each donor embassy <u>OR</u> While emailing letters to embassies and high commissions	
	CONTENT	GRAPHICS
	<u>FOR FACEBOOK</u>	
	<p>Dear [@ DONOR COUNTRY MFA OR ADMINISTRATION HANDLE] and [@ PRESIDENT/ PRIME MINISTER OF DONOR COUNTRY], communities and civil society in [NAME OF YOUR COUNTRY] and across the world count on you to #FightForWhatCounts as #TheBeatContinues to mobilise at least US\$18 billion to save 20 million lives, help the world #GetBackOnTrack to end #HIV, #TB and #Malaria as epidemics; reduce inequities in health services by addressing human rights and gender-related barriers to access; and working with @theGlobalFund stakeholders - including communities and civil society, to build more inclusive health and community systems that #LeaveNoOneBehind because we are #BetterTogether with the #PowerOfMore.</p> <p>Across the world, communities and civil society are coming together between 7 - 11 March for a Global Week of Action to #MeetTheTarget & mobilise support for the Seventh Replenishment Conference of the Global Fund hosted by @POTUS, United States.</p> <p>The Global Week of Action is implemented in [NAME OF YOUR COUNTRY] by [TAG HANDLES OF YOUR ORGANISATION AND OTHER ORGANISATIONS] in solidarity with @CS4ME, @GFANAfrica, @GFAdvocates and @gfanasiapacific</p> <p>[ADD ADDITIONAL FACEBOOK @ FOR DONORS YOU MET WITH IN PICTURES]</p>	<p>Please upload a few selected pictures of communities and civil society at the entrance of each donor country</p> <p>OR</p> <p>Upload a few selected pictures of the letter/cards to be couriered or posted</p> <p>OR</p> <p>Upload a few screenshots of letters being electronically sent to embassies and high commissions</p> <p>OR</p> <p>Please upload a few selected pictures of communities and civil society at the entrance of each donor country</p> <p>OR</p>
	<u>FOR TWITTER</u>	
	<p>We call on [@ PRESIDENT/PRIME MINISTER OF DONOR COUNTRY] of [@ DONOR COUNTRY MFA OR ADMINISTRATION HANDLE] 2 #FightForWhatCounts with the #PowerOfMore as #TheBeatContinues 2 #MeetTheTarget 4 at least \$18b 4 @GlobalFund 2 save 20m lives, cut death rate from #HIV #TB #malaria by 64% 7 build a healthier, more equitable world</p>	<p>Upload a few selected pictures of the letter/cards to be couriered or posted</p>

#GLOBALWEEKOFACTION **#POWEROFMORE** **#BETTERTOGETHER**
#THEBEATCONTINUES **#MEETTHETARGET** **#GETBACKONTRACK**
#FIGHTFORWHATCOUNTS

3	Angle/Context: Meetings with Embassy Representatives	
	CONTENT	GRAPHICS
	<p><u>FOR FACEBOOK</u></p> <p>We, communities and civil society living with, affected by and/or vulnerable to HIV, TB and malaria in [NAME OF YOUR COUNTRY] extend our sincere gratitude to [NAME AND POSITION OF EMBASSY REPRESENTATIVE(S)] of [@ HANDLE OF DONOR EMBASSY] in [NAME OF YOUR COUNTRY] for joining with us to #FightForWhatCounts with the #PowerOfMore as #TheBeatContinues towards the Seventh Replenishment of @theglobalfund to raise at least US\$18 billion to save 20 million lives, cut the death rate from HIV, TB and malaria by 64% and build a healthier, more equitable world.</p> <p>The #GlobalWeekOfAction is coordinated by @CS4ME @GFANAfrica @GFAdvocates and @gfanasiapacific, and was led by [NAME OF YOUR ORGANISATION] with [TAG HANDLES OF YOUR ORGANISATION AND OTHER ORGANISATIONS] in [NAME OF YOUR COUNTRY].</p> <p><u>FOR TWITTER</u></p> <p>We extend our sincere gratitude to [@ HANDLE OF AMBASSADOR OR REPRESENTATIVE] of [@ HANDLE OF DONOR COUNTRY EMBASSY] for joining with the #PowerOfMore to #FightForWhatCounts as #TheBeatContinues towards the Seventh Replenishment of @globalfund.</p> <p>#MeetTheTarget #GetBackOnTrack #BetterTogether</p>	<p>Please upload a few selected pictures of your physical meeting with embassy representatives including a group picture.</p> <p>OR</p> <p>Please Include screenshots of your virtual meeting including a group picture</p>
4	Angle/Context: Personal	
	CONTENT	GRAPHICS
	<p><u>FOR FACEBOOK</u></p> <p>This #GlobalWeekofAction, I join with the #PowerOfMore because we are #BetterTogether to #FightForWhatCounts!</p> <p>We need at least US\$18 billion for @theglobalfund to save 20 million lives, help the world #GetBackOnTrack to end #HIV, #TB and #Malaria as epidemics; reduce inequities in health services by addressing human rights and gender-related barriers to access; and working with @theGlobalFund stakeholders - including communities and civil society, to build more inclusive health and community systems that are prepared for future pandemics which #LeaveNoOneBehind.</p> <p>Across the world communities and civil society will come together for a Global Week of Action between 7-11 March to mobilise support for the Seventh Replenishment of the Global Fund to raise the minimum needed of US\$18 billion.</p> <p>#TheBeatContinues #BetterTogether</p>	<p>Upload a picture of you with your folded origami crane or elephant.</p>

	<p><u>FOR TWITTER</u></p> <p>In Extraordinary Times... we believe in the #PowerOfMore!</p> <p>I #FightForWhatCounts because we are #BetterTogether as #TheBeatContinues.</p> <p>#GlobalWeekOfAction #MeetTheTarget</p>	<p>Upload a picture of you with your folded origami crane or elephant.</p>
5	<p>Angle/Context: On human rights and gender equality</p>	
	<p>CONTENT</p> <p><u>FOR FACEBOOK</u></p> <p>The Investment Case of @theglobalfund Seventh Replenishment, aligned with its new Strategy 2023 – 2028 “Fighting Pandemics and Building a Healthier and More Equitable World” aims to reduce inequities in accessing health services by addressing human rights and gender related barriers, and working with partners – including affected communities and civil society, to build more people-centred and inclusive health systems that #LeaveNoOneBehind.</p> <p>The Seventh Replenishment of the Global Fund hosted by @POTUS, United States calls on the Global Fund partnership to #FightForWhatCounts in global solidarity because we are #BetterTogether to #MeetTheTarget of at least US\$18 billion to #GetBackOnTrack for #HIV #TB #Malaria as #TheBeatContinues!</p>	<p>GRAPHICS</p> <p>Download graphics here.</p>
	<p><u>FOR TWITTER</u></p> <p>For 20 years @GlobalFund has invested in key & vulnerable populations, its new strategy places communities in the centre & promotes and protects #HumanRights & #GenderEquality! #FightForWhatCounts with the #PowerOfMore to #MeetTheTarget \$18b & #GetBackOnTrack as #TheBeatContinues</p>	

6	<p>Angle/Context: Retweet on US Support for Global Fund. The Office of Global Affairs had retweeted a post made by Global Fund US Alternate Board Member Loyce Pace on Twitter demonstrating support!</p> <p>RETWEET AND LIKE ON TWITTER</p> <p>SUGGESTED TEXT FOR TWITTER</p> <p>Thank You United States for your support! We #FightForWhatCounts as we are #BetterTogether as the #BeatContinues to #MeetTheTarget of AT LEAST US\$18b for the @globalfund Seventh Replenishment! @POTUS @VP @SecBlinken @PEPFAR @USAID @SamanthaJPower @StateDept</p> 
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Civil Society For Malaria Elimination (CS4ME) is a global network of civil society organizations and communities contributing to malaria elimination and ensure that communities are at the centre of malaria programs. Firm in the belief that empowered community and civil society are game-changers in health responses, CS4ME facilitates a platform for representatives of malaria communities and civil society to come together as part of their commitment to jointly advocate for more effective, sustainable, people-centred, rights-based, equitable, and inclusive malaria programmes. For more information contact Olivia Ngou at olivia.ngou@impactsante.org.

Global Fund Advocates Network Africa (GFAN Africa) is a continent wide social movement that demands health for all by recruiting, connecting and mobilizing health advocates (individuals and organizations) to communicate the urgent need for a fully funded Global Fund to defeat HIV, tuberculosis and malaria as epidemics. GFAN Africa also leads civil society and communities in efforts towards advocacy for Governments to increase allocation of domestic resources for health. We seek to maximize impact of investments in health and to save lives. To achieve our ambitions for sustainable health financing, at GFAN Africa, we elevate and unite communities and civil society's voices and actions on health advocacy in the Africa region using the 'right to health' framework. For more information contact

The **Global Fund Advocates Network Asia-Pacific (GFAN AP)** is an advocacy platform of HIV, Tuberculosis and malaria community and civil society organisations in the Asia-Pacific region. GFAN AP supports advocacy for a fully resourced Global Fund to Fight AIDS, Tuberculosis and Malaria (Global Fund); increased and sustainable domestic resource mobilisation for health; and equitable, people-centred, human rights-based and gender transformative inclusion of HIV, Tuberculosis and malaria responses within Universal Health Coverage (UHC).

The **Global Fund Advocates Network (GFAN)** was established in 2011 to unite voices and efforts from all over the world to support a fully funded Global Fund to Fight AIDS, Tuberculosis and Malaria. GFAN builds on and brings together existing structures, expertise and experience that has been developed and gathered since 2002 in support of the Global Fund, working with advocates, activists, and affected communities in the South and the North, as well as Friends of the Fund organizations. The overall purpose of GFAN is to build a global social movement to demand health for all by recruiting, connecting, and mobilizing advocates to communicate the urgent need and demand full funding for the Global Fund to maximize its impact.