

Ecrvha^E ^nacr #TreatmentForAll @UICC

**A world free of cervical cancer**

Monday 24 September 13:15-14:30h

**Access to breast and cervical cancer services**

Wednesday 26 September hosted by African First Ladies Against HIV-AIDS

**Accelerating Global Elimination of Cervical Cancer:  
A Call to Action**

Wednesday 26 September 18h-20h. @AmericanCancer

**Childhood Cancer - Launch of a new initiative**

Friday 28 September 12-13:30h

Visit [enoughNCDs.com](http://enoughNCDs.com) for more on the 2018 HLM on NCDs

**Join NCDA's main side event**

**ENOUGH.**  
OUR HEALTH. OUR RIGHT. RIGHT NOW.

**No Turning Back: Seizing opportunities  
to invigorate and intensify the NCD response**

Wednesday 26 September 2018  
New York

Hosted by @ncdalliance

**Invited Speakers**

WELCOME: @JLCastroGarcia

MODERATOR: Sir George Alleyne

@DrAxelrod\_WHO

@ZolekaMandela

@HealthZA

@HealthCaribbean

@KatieDain1

# **Event hashtag:**  
#enoughNCDs

[www.ncdalliance.org](http://www.ncdalliance.org)

This guide is created as  
a collaboration between:

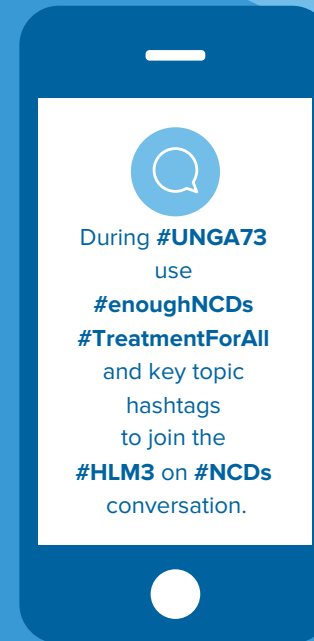


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**73rd UN General Assembly**

**High-Level Meeting on NCDs**

**Twitter Pocket Guide**



Follow @ncdalliance & @uicc for the latest on #NCDs and #cancer during #UNGA and #HLM3 on #NCDs.

**Key topic hashtags**

#

- |                  |                     |
|------------------|---------------------|
| #enoughNCDs      | #HLM3               |
| #2030Agenda      | #Health             |
| #25by25          | #HealthForAll       |
| #Alcohol         | #Heartdisease       |
| #BeatNCDs        | #IndigenousNCDs     |
| #BestBuys        | #MentalHealth       |
| #Cancer          | #NCDs               |
| #CancerCare      | #PublicHealth       |
| #CancerControl   | #Respiratorydisease |
| #CancerTreatment | #SDGs               |
| #CervicalCancer  | #TimeToTackleRHD    |
| #DeliverForGood  | #TB                 |
| #Dementia        | #TobaccoFree        |
| #Diabetes        | #TreatmentForAll    |
| #YouthNCDs       | #UHC2030            |

## Tips for using Twitter

### during #UNGA73 & #HLM3

#### Be their eyes and ears



The world's eyes and ears will be on this **UNGA**, with many 'virtual participants' watching from afar. Your Twitter insights can **give them a virtual front row seat to everything you're experiencing during the UNGA & HLM3**. Be conscious of what your followers might be most interested in reading, seeing, or finding out about – rather than just what you want to tell them.

#### Be original



Your tweets will be valued most by followers if they **include something they could not easily find elsewhere** (e.g. opinion, a link to a relevant website or resource, a picture or video, a speaker quote). Add value to retweets by including your own view, and avoid posting overused rhetoric about an issue.

#### Use a Twitter-friendly tone



Strive for an approachable and authentic communication style that isn't overly formal. Remember that your followers track you because of what you say and who you are. Try to **relate what you hear during the UNGA to your own knowledge and experience** by sharing your reactions and opinions. Remember: short is sweet. 180 characters is optimal for engagement.

#### A picture is worth a thousand words



**Visual content generally receives the most likes and is more likely to be shared on social media.** Use the same rules for photos and videos as you do for text: add value and give followers something they cannot get elsewhere, such as pictures taken in the **UN Headquarters** or during side events, of high-profile speakers or key people you meet. You can 'tag' the people in the photo if they and/or their organisation have a Twitter handle to boost visibility.

#### No time like the present



Twitter is about real-time information: **Tweet about what is happening in the present.** While **UNGA** can be busy, commenting and responding in real-time to others' posts adds depth and value to discussion.

#### Quote of the day



If you tweet direct quotes, listen for particularly **insightful or original comments**, and quote for what people say (e.g. Good point @xyz! "quote" or "quoted tweet") not who said them. Remember to include the speaker's handle to give credit and boost visibility.

#### Amplify advocacy messages



Follow organisations you are aligned with and **amplify messages to generate more traction and visibility.** This also helps show potential followers who you are, what you advocate, and that you are supporting and contributing to a common agenda.

#### Use the event hashtag: #UNGA73

The more people who use the same hashtag, the more likely they are to connect with one another and share thoughts and ideas. Hashtags also help users follow the discussion: when you click on a hashtag, you will see other tweets containing the same keyword. Use the hashtag **#UNGA73** during the **UNGA**. Some side events provide opportunities to ask questions linked to the event, so be sure to use the relevant hashtag to participate.

#### Engage your online community



Twitter is a tool for **engaging and interacting with the online community**: mention other users in your tweets or tag them in images, interact by replying to tweets and ask questions. Twitter is a social network, so be social. You may find opportunities to connect up in person with fellow tweeps and network offline.

### Twitter glossary

Tweet	A 280-character message posted via Twitter – can include characters, images, videos, gifs, other user's handles and links
@username	A Twitter handle (username) is how you are identified on Twitter (e.g. @UICC)
@	The @ sign is used to mention / identify other users in a tweet
#	A hashtag highlights keywords or topics (e.g. #HLM3 #NCDs #CervicalCancer)

Follow(er)	To follow someone on Twitter is to subscribe to their tweets
Reply	A tweet beginning with @ and posted in reply to another user's tweet
Retweet (or RT)	A tweet sent by another user, forwarded by you. Often used to spread news or share valuable information on Twitter
Like	A tweet marked with the heart icon to indicate that you liked this specific tweet