



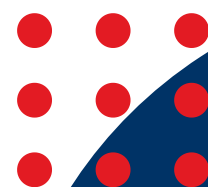
World Thrombosis Day Social Media Toolkit

Social media is the perfect platform to promote World Thrombosis Day and raise awareness of blood clots. In fact, it is one of the best ways to educate family, friends, and colleagues about thrombosis and to connect with healthcare and education systems, policymakers, and healthcare professionals.

This toolkit is intended to provide partners with starter ideas, messages, strategies, activities and resources to launch your in-country World Thrombosis Day outreach, especially from a digital perspective.

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MOVE
AGAINST  **THROMBOSIS**





About World Thrombosis Day



World Thrombosis Day is an annual global initiative that culminates on October 13. The campaign's mission is to reduce death and disability caused by thrombosis, which kills **one in four people worldwide each year**.

Through education and advocacy, World Thrombosis Day seeks to raise awareness of the causes, risk factors, signs/symptoms, and evidence-based prevention and treatment of thrombosis among the public and health professionals alike. These goals are consistent with the World Health Assembly's global target to reduce premature non-communicable mortality by 25 percent by 2025.

For additional information, visit:

WorldThrombosisDay.org

World Thrombosis Day is celebrated annually on **OCTOBER 13**

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Getting Started

The best way to get started on social media is to follow the official World Thrombosis Day campaign accounts and join the conversation by commenting and sharing our posts. Don't forget to use the campaign hashtags when posting!

World Thrombosis Day posts daily across all social media channels, including the latest in thrombosis news and science, campaign news and updates, and valuable educational information on blood clots. The campaign also shares the stories of patients and survivors around the world.

World Thrombosis Day Social Media Accounts

-  [ThrombosisDay](#)
-  [WorldThrombosisDay](#)
-  [WorldThrombosisDay](#)
-  [WorldThrombosisDay](#)
-  [WorldThrombosisDay](#)
-  [WorldThrombosisDay](#)



Campaign Hashtags

#WTDDay23
#WorldThrombosisDay
#MoveAgainstThrombosis

MOVE
AGAINST THROMBOSIS

Social Media Messages

World Thrombosis Day provides messages and corresponding images to use on social media. Utilize this information to raise awareness of thrombosis and support the campaign. When posting, tag World Thrombosis Day and use the official hashtags.

Messages of Celebration

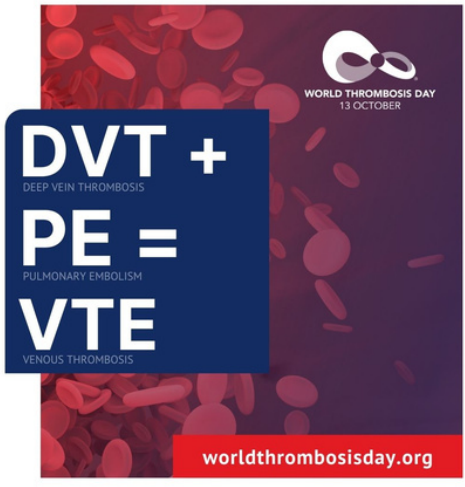
Copy and paste these messages to show your support of World Thrombosis Day.



We're proud to join @ThrombosisDay & 3,500+ orgs around the world for #WTD23 to empower others to #KnowThrombosis. Learn more at worldthrombosisday.org. #MoveAgainstThrombosis

We are celebrating World Thrombosis Day by raising awareness about #bloodclot risk factors, signs & symptoms. Join us to help save lives! #WTD23 #MoveAgainstThrombosis

Today is #WorldThrombosisDay! Help others to #KnowThrombosis by sharing info on risks, signs & symptoms. #WTD23 #MoveAgainstThrombosis



Venous thromboembolism (#VTE) is often times fatal, but the good news is that many, if not most cases, are preventable. Know the risk factors & if you experience a sign or symptom seek immediate medical attention. #WTDDay23 #MoveAgainstThrombosis

Venous thromboembolism is a condition that includes both deep vein thrombosis (#DVT) and pulmonary embolism (#PE). Together they are known as #VTE – it's a simple combination. Open your eyes to thrombosis today. #WTDDay23 #MoveAgainstThrombosis

1 in 4 people worldwide die of conditions caused by thrombosis, otherwise known as #bloodclots. Thrombosis is the often preventable underlying pathology of the top 3 cardiovascular killers which is why we need to raise awareness about the condition. #WTDDay23 #MoveAgainstThrombosis

#Thrombosis does not discriminate. It affects people of all ages, races and ethnicity, and occurs in all sexes. Contributing to the deaths of 1 in 4 people per year worldwide, we must open our eyes to the risk factors! #WTDDay23 #MoveAgainstThrombosis



60%

of all VTE cases occur during or within 90 days of hospitalization, making it a leading cause of preventable hospital death



worldthrombosisday.org



DYK that #VTE is the leading cause of preventable #hospital death? In fact, up to 60% of all VTE cases occur during or within 90 days of hospitalization. For #WTD23 we encourage all health systems to implement VTE risk assessment.

#MoveAgainstThrombosis

Being in the hospital is THE primary risk factor for developing venous thromboembolism (#VTE). To help prevent hospital-associated thrombosis, every hospital should establish and enforce a VTE protocol and provide risk assessments to every patient. #WTD23

Patients with cancer are up to 4x more likely to develop a serious #bloodclot than the general population. If you or a loved one is undergoing treatment, talk to your doctor today about your risk. #WTD23

For patients with cancer, 3 main factors impact the likelihood for developing a #bloodclot: type of cancer you are diagnosed with, how it is being treated, and your level of physical activity. Also, certain types of cancer carry a higher risk. #WTD23

4x Higher

cancer patients are at four times higher risk than the general population of developing serious blood clots



worldthrombosisday.org

Post Inspiration

Here are a few ideas of social media posts to help inspire you. Don't forget to tag WTD and use the official hashtags! If you create one of these posts, please send it to wtd@isth.org and we will post it on our social media.




SHARE YOUR STORY!

Film a short video sharing your story. Let the world know why World Thrombosis Day is important to you. Share your story if you are a survivor. If you are a HCP, tell us why you are passionate about thrombosis care.



SHOW US HOW YOU MOVE



We want to know what your favorite ways to #MoveAgainstThrombosis is. Post pictures and video of you performing your favorite activity. Bonus points if you include friends, family and pets!



GIVE US SOME TIPS!

Do you have any tips or tricks on how to get motivated to move? Or tips on how you started your recovery journey? How about tips on preventing blood clots while traveling? Film a video and share them with WTD.



5 FAVORITE WAYS TO MOVE

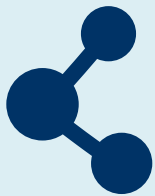
Share your 5 favorite ways to move. Whether it is walking the dog, swimming, doing laundry or cleaning, we want to know how you like to move.

Social Media Tips and Tricks

Here are some easy tips and tricks to help your social media outreach stand out and make a difference!



Tag World Thrombosis Day in your messages and use the campaign hashtags when you post(s) so we can share it.



Not sure what to say? Repost and share the messages from the World Thrombosis Day accounts and add the hashtag #WTDDay23.



Posts with photos and videos have shown to perform better than posts without. Use the World Thrombosis Day social media graphics in your posts.



Add a World Thrombosis Day cover photo to support the campaign. You can also download a campaign profile frame and add it to your social media.