



Social Media Toolkit

Fifth Global Symposium on Health Systems Research
8-12 October, 2018
Liverpool, UK

HSG official accounts

We strongly encourage you to link to, repost and tag from Health Systems Global (HSG) and HSR2018 official online and social media accounts:

- HSR2018 Website: <http://healthsystemsresearch.org/hsr2018/>
- Twitter: [@H_S_Global](https://twitter.com/H_S_Global)
- Facebook: <https://www.facebook.com/healthsystemsglobal>
- Instagram: <https://www.instagram.com/healthsystemsglobal/>
- LinkedIn: <https://www.linkedin.com/groups/4728493>

HSR2018 official hashtags

#HSR2018 | #HealthyEvidence | #HSGMediaFellows

Social media messages

Let your followers know on Twitter, Facebook and LinkedIn that you are excited to participate and engage with #HSR2018. Personalize the social media messages below and include relevant handles or hashtags.

Twitter

- [Organization and/or project handle] is excited and ready to be part of #HSR2018 the Fifth Global Symposium on #HealthSystems Research! <https://buff.ly/2Ge9mWY>
- Together we can advance #healthsystems for all in the #SDG era. Join [organization and/or project handle] at the Fifth Global Symposium on Health Systems Research in Liverpool 8-12 October 2018! <https://buff.ly/2Ge9mWY> #HSR2018
- Connect with others working on #healthsystems by taking part in the Fifth Global Symposium on Health Systems Research in Liverpool this October: <https://buff.ly/2Ge9mWY> #HSR2018
- Are you coming to the Fifth Global Symposium on #HealthSystems Research in Liverpool this October? If so, don't miss the chance to connect with [organization and/or project handle] <https://buff.ly/2Ge9mWY> #HSR2018

Facebook/LinkedIn

- [Organization and/or project handle] is excited and ready to be part of #HSR2018 the Fifth Global Symposium on #HealthSystems Research! The

theme this year is “Advancing health systems for all in the SDG era”. Don’t miss out on this event! See you in #Liverpool. <https://buff.ly/2Ge9mWY>

- Together we can advance #healthsystems for all in the #SDG era. Join [organization and/or project handle] at the Fifth Global Symposium on Health Systems Research in Liverpool this 8-12 October 2018! Over 2000 participants are registered to participate this year. Meet and connect with fellow #hpsr #healthsystems researchers, policymakers and other key actors <https://buff.ly/2Ge9mWY> #HSR2018
- Connect with others working on #healthsystems by taking part in the Fifth Global Symposium on Health Systems Research in Liverpool this October. A record number of participants will be coming, including 283 scholarship recipients from 114 different countries, thanks to generous support from donors. Visit <https://buff.ly/2Ge9mWY> #HSR2018

Facebook live at HSR2018

Health Systems Global will be hosting ‘live’ conversations on Facebook with delegates at HSR2018 to share the discussions and energy from the event. [Follow HSG on Facebook](#), watch the conversations and post your thoughts and questions.

Schedule:

- **Tuesday 9 October, 7pm:** Live from the marketplace
- **Wednesday 10 October, 1pm:** Fighting inequality is the only way to achieve Universal Health Coverage
- **Thursday 11 October, 1.30pm:** Strong and connected communities are vital for good health
- **Friday 12 October, 1pm:** Can the private sector help achieve health for all?
- **Friday 12 October, 1.30pm:** Going beyond hospital and clinics to promote healthy lives

Join the #HealthyEvidence campaign

To achieve #UHC by 2030, we are calling on governments to commit to, support and invest in health policy and systems research (#HPSR) to meet the ambitious #SDG target of #HealthForAll.

Share your research and evidence with your political representatives NOW and call for them to use #HealthyEvidence for #UHC #HPSR #HSR2018.

Use the visuals within your social media post to make it stand out – these are available to [download from the communications toolkit webpage](#). We encourage you

to share interesting and relevant links in these posts, with the handles of key actors and organizations:

- Leaders must recognize that evidence is a foundation of the strong #HealthSystems needed to achieve #HealthForAll. Only by doing this can governments make informed choices. We need #HealthyEvidence to achieve #UHC #HSR2018 [link to evidence/story here] [campaign visual]
- Persistent inequalities inhibit communities from having good health. We need #HealthyEvidence to tackle the inequalities that fuel poor health #UHC #HPSR #HSR2018 #LNOB [link to evidence/story here] [campaign visual]
- #SDGs remind us that human progress relies on action from all sectors. We need #HealthyEvidence to go beyond the hospital and promote healthy lives #UHC #HPSR #HSR2018 [link to evidence/story here] [campaign visual]
- There is insufficient analysis of the role of the #PrivateSector ability to improve health. We need #HealthyEvidence to understand their role to achieve #UHC #HPSR #HSR2018 [link to evidence/story here] [campaign visual]
- Communities possess material assets, skills and relationships that can solve health problems close to home. We need #HealthyEvidence to support communities in healthcare #UHC #HSR2018 [link to evidence/story here] [campaign visual]

Keynote speakers' handles

Name	Handle
Kabir Sheikh	@docsheikh
Sally Theobald	@sallytheobald
Maureen Samms-Vaughan	
Evelyn Kandakai	
Aku Kwamie	
Soumya Swaminathan	@doctorsoumya
Kumanan Rasanathan	@rasanathan
Dieu-Merci Amuda Baba	
Ariel Frisancho Arroyo	
Manmeet Kaur	@ManmeetKaurNY
Helen Schneider	@schneider_helen
Stefan Swartling Peterson	@stefanswartpet
Kara Hanson	@Karaghanson
Catherine Goodman	
Abhay Shukla	
Dana Hovig	@DanaHovig
Githinji Gitahi	@daktari1
Akaki Zoidze	@azoidze

Taher Qassim	@Tqassim
Sana Contractor	
Fouad Fouad	@mfouad61
Simukai Chigudu	@SimuChigudu
John Ashton	@Johnrashton47
Sabina Faiz Rashid	
Rt Honourable Alistair Burt MP	@AlistairBurtUK
Keith Cloete	
Tolib Mirzoev	@TMirzoev
Anthony Costello	@globalhlthtwit
David Stuckler	@davidstuckler
Hari Thalapalli	@H_Thalapalli

HSG Board and Thematic Working Group (TWG) handles

Board/TWG	Handle/Hashtag	Individual handles
HSG Board Members		@docsheikh @ashageorge72 @danmaceira @feljardali @ireneagyepong @DinaBalabanova @Lucy_Gilson @kopanomabaso @saracbennett @ahyder1 @KarensComments @rasanathan
New HSG Board Members		@vladgordeev @andresvecino @DrKathyReyes @bmcpike
Medicines TWG	#MiHSx	@sachikoozawa @rajatheshankar
Evidence to Action TWG	#Ev2Action	@dcrodriguez79 @NasreenJessani @WilliamsonRT
Fragile and Conflict Affected States TWG	#HSRFCAS	@TimMartineau @ntinda99 @goranZangana @janrandlesLSTM htt @ntinda99
Teaching & Learning TWG	#T&L	@mjschleiff
Private Sector TWG	@psinhealth #privatesectorinhealth	@gautham_meen @DestaLakew @Prya_B
Social Science Approaches TWG	#SHaPeS #SHAPESHSR	@kerfully @globalstopp

Community Health Worker TWG	@CHWTWG1 #CHWs #CommunityHealthWorkers	@Chikaphupha @FayeLSTM @DavidMusoke14
Ethics TWG	#bioethics #ethics	@SassyMolyneux @DKamuya @fredkitutu
Quality in UHC TWG		@bejoynambiar @RashadMassoud @LRHirschhorn @jannahwisle @rachelsibande
Emerging Voices TWG	@ev4gh #ev4gh #ev2018	@dr_hebbar @Dorcuskiwanuka @KristofDecoste1 @prashanthns @vladgordeev @drenavargas @vlokossou @FarazKhalid82 @kopanomabaso @Laura_Deano

HSG Media Fellows' handles

Name	Handle
Abantika Ghosh	@abantika77
Adie Vanessa Offiong	@VanessaOffiong
Anoo Bhuyan	@AnooBhu
Daria Sarkisyan	@meduza_en
Irene Rodriguez-Salas	@Irerodsa
Patience Nyangove	@peshy82

Other useful hashtags to follow

#HealthSystems
#GlobalHealth
#HealthForAll
#UHC
#UHC2030
#GlobalGoals
#SDGs
#PrimaryCare
#AlmaAta
#PrivateSector
#PrivateSectorInHealth
#Liverpool