

Social Media Toolkit for ACT-Accelerator

24 September 2020 / World Health Organization

About

This social media toolkit is designed to help partners and supporters promote and share essential information about the COVID-19 ACT-Accelerator program, a global collaboration to accelerate the development, production, and equitable access to COVID-19 diagnostics, therapeutics, and vaccines.

The toolkit gives an overview of the COVID-19 ACT-Accelerator program where multilateral partners have joined forces to speed up an end to the pandemic by supporting the development and equitable distribution of the tests, treatments and vaccines the world needs to reduce mortality and severe disease, restoring full societal and economic activity globally in the near term, and facilitating high-level control of COVID-19 disease in the medium term.

For more about the ACT-Accelerator program, please contact Sarah Sheppard (sheppards@who.int) or visit the [website](#).

Asset

A set of videos: www.dropbox.com/sh/chn29tj65s8hw7a/AAA6Ke0gHj-44vfzk9S3PBFFa

A set of photos: www.dropbox.com/sh/pfm6sbnyyvlnsu4/AABTxW9WUGnZdzpsURiOhabwq

Live Q&A with Dr. Soumya Swaminatha on ACT-Accelerator & COVAX: bit.ly/33PZ20e

Link to the main website: bit.ly/2S0Lx8h

Link to the COVAX page: bit.ly/309R1Cf

Link to the Push for COVID-19 Vaccine page: bit.ly/30ao4GI

More multimedia resources: <https://who.canto.global/v/ACTAccelerator>

Hashtag

#ACTogether

#COVID19

Channels

Primary Account

Twitter

[@WHO](#) - World Health Organization

Partner Accounts

Twitter

[@DrTedros](#) - Director-General of the World Health Organization

[@UN](#) - United Nations

[@EU_Commission](#) - European Commission

[@Elysee](#) - French Government

[@GovernmentZA](#) - South African Government

[@GOVUK](#) - UK Government

[@Gavi](#) - Gavi, the Vaccine Alliance

[@GlobalFund](#) - The Global Fund

[@Unitaid](#) - Unitaid

[@WorldBank](#) - World Bank

[@WellcomeTrust](#) - Wellcome

[@GatesFoundation](#) - Gates Foundation



[@CEPIvaccines](#) - CEPI


[@FINDdx](#) - FIND

Social Media Content

- Feel free to tweak the sample posts below. Click on each visual to download directly, or [click to view](#) all visual content.
- Use the hashtags **#COVID19** and **#ACTogether** when relevant.
- **Share links when you post:** bit.ly/2S0Lx8h

The Access to #COVID19 Tools (ACT) Accelerator is a ground-breaking global collaboration to accelerate the	Download and insert the full video:
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<p>development, production, and equitable access to COVID-19 diagnostics, therapeutics, and vaccines.</p> <p>More details 👉 bit.ly/2S0Lx8h #ACTogether</p>	<p>For twitter, add this link at end of the tweet: https://t.co/mVrEjAzHav</p>
<p>The Access to #COVID19 Tools (ACT) Accelerator will end the pandemic faster by ensuring that the tools developed are allocated equitably around 🌍🌍🌍.</p> <p>More details 👉 bit.ly/2S0Lx8h #ACTogether</p>	<p>Download and insert the full video: https://bit.ly/3cK3pOD</p> <p>For twitter, add this link at end of the tweet: t.co/n222K5z6hY</p>
<p>The Access to #COVID19 Tools (ACT) Accelerator brings together governments, health organizations, scientists, businesses, civil society & philanthropists to speed up an end to the pandemic.</p> <p>More details 👉 bit.ly/2S0Lx8h #ACTogether</p>	<p>Download and insert the video: bit.ly/32Yla8w</p>
<p>(Your country or organization name) & over 170 countries are engaged in the new #COVID19 Vaccine Facility & 10 candidate vaccines are under evaluation – 9 of them in clinical trials, giving the largest and most diverse COVID-19 vaccine portfolio in the 🌍.</p> <p>bit.ly/2S0Lx8h #ACTogether</p>	 <p>Download the image here</p>
<p>Our investment in the Access to #COVID19 Tools (ACT) Accelerator's multilateral approach will increase the chance of success for all countries by giving access to a greater number of tools more quickly, as well as sharing the costs, and mitigating the risks of R&D.</p> <p>#ACTogether</p>	 <p>Download the image here</p>

<p>The Access to #COVID19 Tools (ACT) Accelerator has  areas of work:</p> <ul style="list-style-type: none"> 1) Diagnostics 2) Therapeutics 3) Vaccines 4) Health systems <p>More details 🖱️ bit.ly/2S0Lx8h #ACTogether</p>	<p>Download and insert the video: bit.ly/3i31wxk</p>
<p>The Access to #COVID19 Tools Accelerator's diagnostics pillar – co-led by @FINDdx & @GlobalFund – aims to save 9 million lives & avoid 1.6 billion further infections through the power of equitable access to simple, accurate & affordable tests. bit.ly/2S0Lx8h #ACTogether</p>	<p>Download and insert the video: bit.ly/3hZrUrR</p>
<p>The Access to #COVID19 Tools Accelerator's therapeutics pillar – led by @UNITAID & @wellcometrust – seeks to accelerate the development & equitable delivery of treatments at all stages of the disease, ensuring they are accessible to all. bit.ly/2S0Lx8h #ACTogether</p>	<p>Download and insert the video: bit.ly/364JOqW</p>
<p>The Access to #COVID19 Tools Accelerator's vaccine pillar, led by @CEPIvaccines and @gavi, aims to ensure that vaccines are developed as rapidly as possible, manufactured at the right volumes without compromising on safety & delivered to those that need them most. #ACTogether</p>	<p>Download and insert the video: bit.ly/32ZxJ4m</p>
<p>The Access to #COVID19 Tools Accelerator's health systems connector – led by @WorldBank & @GlobalFund – ensures that health systems & local community networks can fully utilize these & other essential tools in their battle against COVID-19. bit.ly/2S0Lx8h</p>	<p>Download and insert the video: bit.ly/2RWJP7Y</p>

#ACTogether

The Access to #COVID19 Tools (ACT) Accelerator aims to provide equitable access to tools to tackle all forms of #COVID19 disease (from asymptomatic to mild and severe disease).

More details 👉 bit.ly/2S0Lx8h
#ACTogether



Download the image [here](#)

#COVID19 vaccines should be made available first to those who need them the most in all countries:

- ✓ Frontline workers
- ✓ Older people
- ✓ Sick and vulnerable populations

More details 👉 bit.ly/2S0Lx8h
#ACTogether



Download the image [here](#)

Equitable global access to tests, treatments and vaccines is key to ending #COVID19 fairly, effectively and efficiently. Because if one of us is at risk, we are all at risk.
We are only safe when everybody is safe.
#ACTogether

Download and insert the video:
bit.ly/2RVk7kw