**World Immunization Week 2020**

*Social Media Toolkit*

This is a toolkit created by the Rotavirus Organization of Technical Allies (ROTA), which promotes the use of rotavirus vaccines as part of a comprehensive approach to addressing childhood diarrheal disease.

For more information, visit preventrota.org or tag us *@ROTACouncil* on Twitter.

Twitter Handles to Tag

|  |  |
| --- | --- |
| CDC | @CDCgov |
| DefeatDD | @DefeatDD |
| Gavi, the Vaccine Alliance | @gavi |
| Johns Hopkins International Vaccine Access Center | @IVACtweets |
| John Snow Inc. (JSI) | @JSIhealth |
| PATH | @PATHtweets |
| Sabin Vaccine Institute | @sabinvaccine |
| Shot@Life | @ShotAtLife |
| UNICEF | @UNICEF |
| World Health Organization (WHO) | @WHO |
| **Manufacturers of WHO-prequalified rotavirus vaccines** | |
| Bharat Biotech (ROTAVAC) | @BharatBiotech |
| GlaxoSmithKline (ROTARIX) | @GSK |
| Merck & Co. (RotaTeq) | @Merck |
| Serum Institute of India (ROTASIIL) | @SerumInstIndia |

Hashtags to Use

#WIW2020

#VaccinesWork

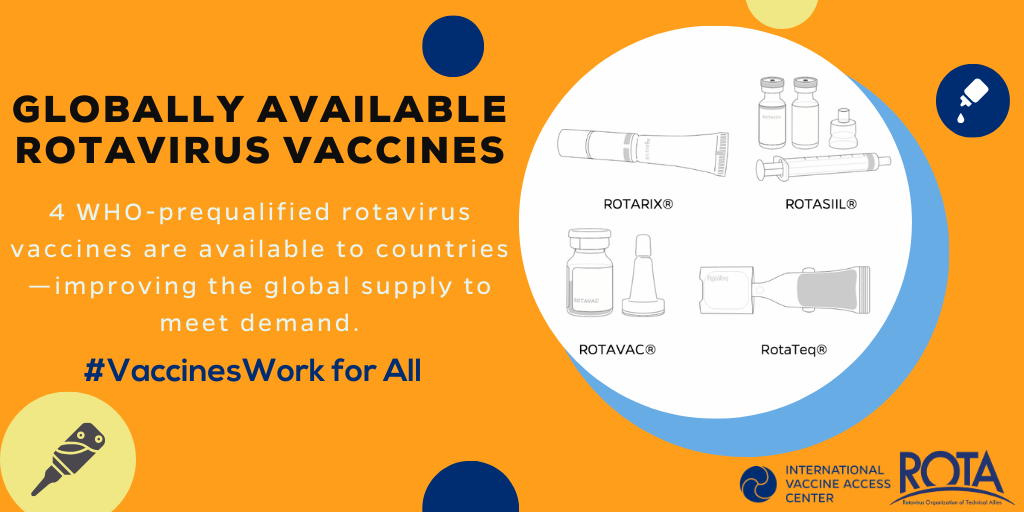
#Rotavirus

#Vaccination

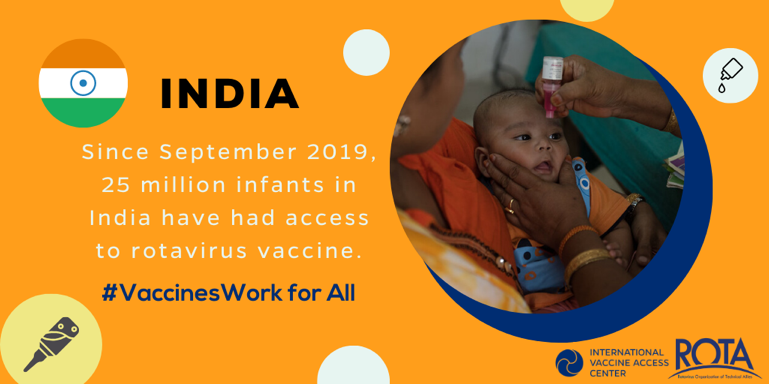
#Immunization

Suggested Posts

Click on image to download. Copy and paste messages to share on social media channels.

[](https://www.dropbox.com/home/ROTA%20WiW%202020%20Graphics?preview=4.png)**Tweet #1**

For #WIW2020, we celebrate the power that immunization is having today in some of the world’s resource poor countries. 4 globally available #rotavirus vaccines💧 are helping protect infants👶 worldwide. #VaccinesWork bitly.com/ROTAbriefs

[](https://www.dropbox.com/home/ROTA%20WiW%202020%20Graphics?preview=2.png)

**Tweet #2**  
  
ICYMI #rotavirus vaccine is now used in all states in #India🇮🇳! Vaccinating children👶🏽 will help reduce📉 child diarrheal deaths. #WIW2020 #VaccinesWork

**[](https://www.dropbox.com/home/ROTA%20WiW%202020%20Graphics?preview=3.png)**

**Tweet #3**

#DYK Benin🇧🇯 has one of the highest #rotavirus mortality rates in the world? Thanks to #ROTAVAC💧 introduction, infants👶 in #Benin are now being protected. #WIW2020 #VaccinesWork

**[](https://www.dropbox.com/home/ROTA%20WiW%202020%20Graphics?preview=5.png)**

**Tweet #4**

#TBT to October when #DRC🇨🇩 introduced #rotavirus vaccine💧 in its national immunization program! DRC accounted for 7% of all global rotavirus deaths in children <5👶🏻 #WIW2020 #VaccinesWork

**[](https://www.dropbox.com/home/ROTA%20WiW%202020%20Graphics?preview=1.png)**

**Tweet #5**

Let’s celebrate some of the countries that have introduced #rotavirus vaccine in the last year on #WIW2020! #VaccinesWork

🇦🇱 Albania

🇧🇯 Benin

🇨🇩 Democratic Republic of Congo

🇰🇬 Kyrgyzstan

🇲🇲 Myanmar

🇸🇪 Sweden

🇹🇱 Timor-Leste

🇹🇲 Turkmenistan

[A screenshot of a cell phone

Description automatically generated](https://www.dropbox.com/home/ROTA%20WiW%202020%20Graphics?preview=ROTA+WIW2020+(6).png)

**Tweet #6**

In February, #Myanmar🇲🇲 joined the other 100+ countries in introducing #rotavirus vaccine into its national immunization program👏👏👏 #WIW2020 #VaccinesWork bit.ly/2OHCGr2

Tweets for RAVIN Benin Video

Click on image to download the video.

[](https://www.dropbox.com/s/my7ftny0skyveye/Rotavac-Benin-Twitter-1080p-Full-HD.mp4?dl=0)

**Tweet #7**

Check out a short film about #ROTAVAC rotavirus vaccine💧 introduction in #Benin🇧🇯 and learn why #rotavirus vaccination is so important! #VaccinesWork #WIW2020 bit.ly/3aAGX7y

**Tweet #8**

#Benin🇧🇯 introduced the #rotavirus vaccine into their national immunization program with support from @IVACtweets, @JSIhealth, and @CDC.👏👏 Radio stations across the country played this song🎶 to convey the importance of rotavirus vaccination💧! #VaccinesWork #WIW2020

**Tweet #9**

For #WIW2020, we celebrate #ROTAVAC rotavirus vaccine introduction in Benin🇧🇯. To launch the #rotavirus vaccine💧, radio stations across the country played this awesome song🎶 #VaccinesWork bit.ly/3aAGX7y

**Tweet #10**

Listen to this awesome song🎶 that was played on radio stations across #Benin🇧🇯 to celebrate #rotavirus vaccine💧 introduction! With a #rotavirus mortality rate of 77 deaths per 100,000, infants👶🏻 in Benin are now being protected! #VaccinesWork