



Use social media to share images of people washing their hands. This will help to create the impression that handwashing is the new norm.

\$\$\$ 😊 EASY

Everyone loves to be recognised for doing a good job. Rewarding good behaviour can also help sustain that behaviour in the long term.

Objectives:

- Help make handwashing seem normative
- Provide social reward for people who are doing the right thing by regularly handwashing with soap

Suitable for:

- Places where social media use is common among the population

What you need:

- A camera

How to do it:

Step 1: Identify which social media platform is most common in the area where you plan to work.

Step 2: Consider whether you want to set up a private group (e.g. for a workplace or school) or a more public initiative where anyone can view the photos.

Step 3: Brand the initiative. Choose a hashtag or group name that celebrates handwashing as a simple but critical commitment to preventing coronavirus. Try to make this aspirational rather than factual. An example might be #HandwashingHeroes. If it is a private group you might want to try 'Colleagues who Care' (for a workplace) or 'Our strong community' (for a whole community or area). Add an icon for the group that depicts handwashing with soap.

Step 4: Encourage people to post photos of themselves to this social media page or using the hashtag. To encourage this process, encourage your own friends, family, or work colleagues to be share photos of themselves with the hashtag or to the group.

Step 5: Encourage others to like or complement others on their handwashing efforts.

Step 6: Moderate and monitor the social media page or hashtag. If concerns arise then use information shared by the **CDC** or **WHO** as a guide to counter any misconceptions.

Tips

Make sure you get permission

Make sure that any photos or videos that are shared on your social media page are shared with permission from the person/people in the photo. At the time of taking the photo make sure to clearly explain how it will be used on social media.

Managing social media

Social media can allow you to interact with your target population remotely but in a very personal way. However, social media has to be managed well in order to be effective. Make sure you dedicate some of your staff time for this purpose. Social media often creates a forum for discussion so it is important that your staff spend time moderating and responding to this discussion. Social media can be used effectively to challenge rumours and misconceptions during crises. **Here is an example** from 2014 of a public health information Whatsapp channel around the West African Ebola outbreak.


