

This is how @WHO uses twitter

Geneva Engage, January 2016



World Health
Organization

Communicating WHO



Computer Soft Wear Installati



Whatsapp



Facebook



Skype

WE DO

CONFIGUR

AND

APPLICAT

NDRIOD

ALL



There's a #FirstTweet for everything.

Find anyone's first Tweet. Just enter the @username below to get started — where it all started.



WHO
@WHO

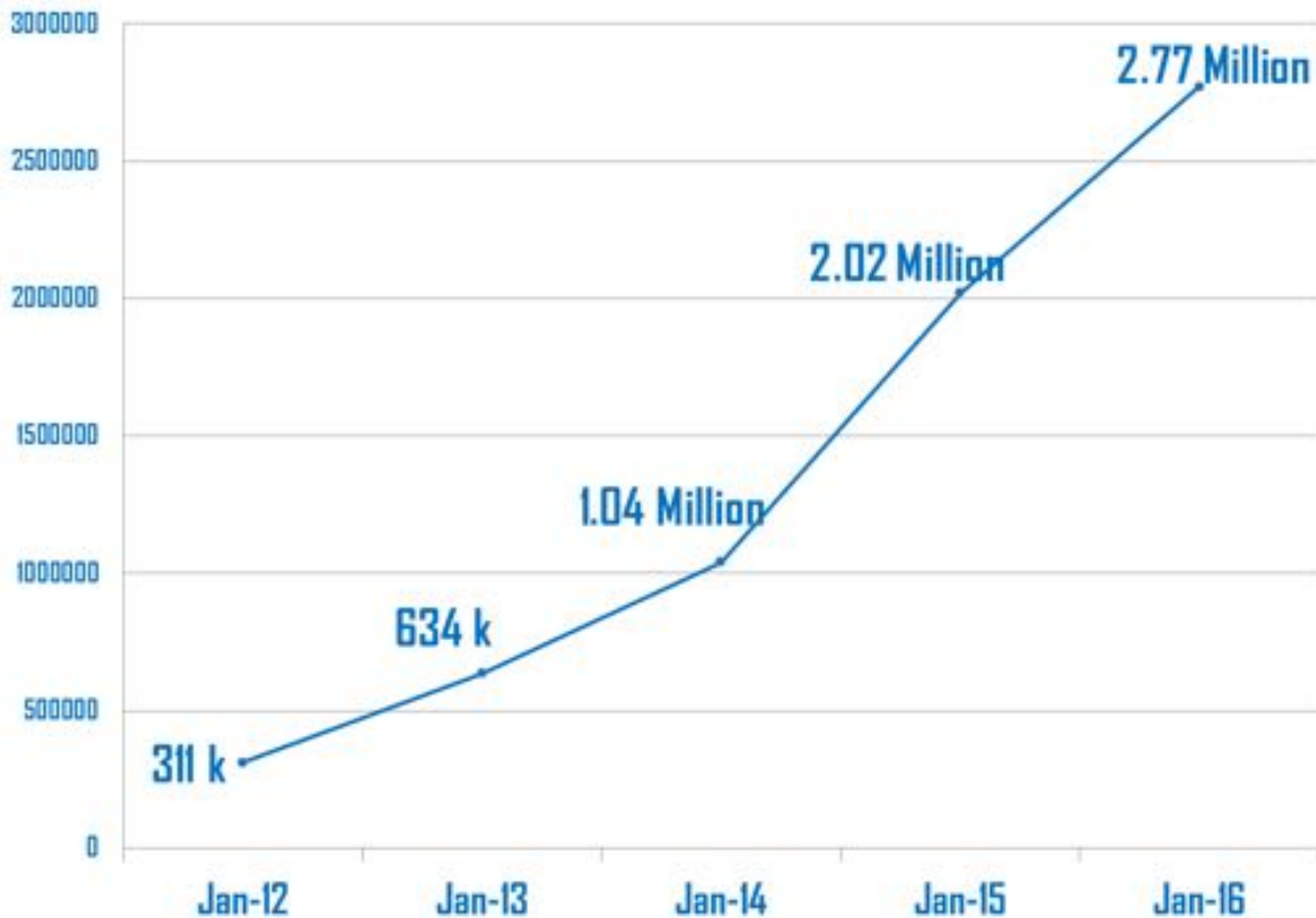
Follow

Bringing WHO news to the world: setting up Twitter....

9:57 PM - 23 Apr 2008



[Tweet it!](#)

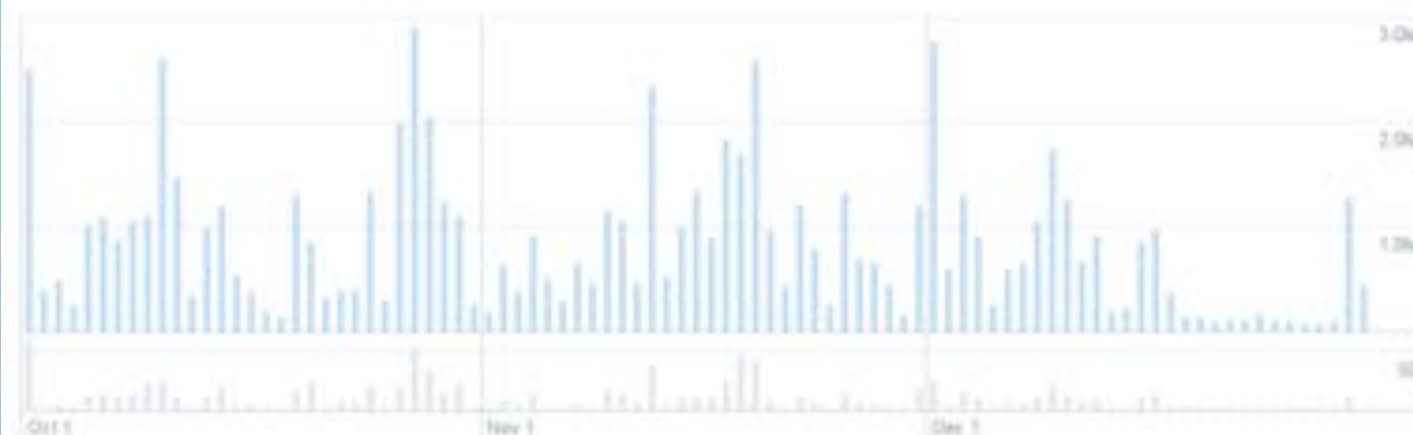


Tweet activity

Oct 1 - Dec 30, 2015

Export data

Your Tweets earned **75.9M impressions** over this **91 day** period



YOUR TWEETS
During this 91 day period, you earned **833.8K impressions per day**.

@WHO in 2015

259

Million

impressions

Chinese panic-buy salt over Japan nuclear threat

Associated Press

Thursday 17 March 2011 13.13 GMT

Beijing supermarkets run out of salt after false rumours circulate that iodised salt can help ward off radiation poisoning



Customers flock to buy salt at a supermarket in Lanzhou, Gansu province. Photograph



cnnbrk CNN Breaking News

China trying to head off "salt panic" in wake of Japan nuclear crisis.

<http://on.cnn.com/geuDYC>

17 hours ago

Top Tweet



whonews WHO News

Iodized **#salt** doesn't have enough **#iodine** to protect you from **#radiation**. Too much **#iodizedsalt** can cause poisoning. **#japan** **#globalhealth**

16 hours ago

Top Tweet

IHT Rendezvous

Join the Conversation

What's Killing Cambodia's Children?

By Mark McDonald July 4, 2012 11:59 pm

HONG KONG — This is the grim track of a mysterious new illness that has already killed scores of children in Cambodia: First, there's a severe fever. Then comes encephalitis, a swelling of the brain. Finally, the lungs go, and the child dies. All this happens within 24 hours.

The disease is absolutely murderous in its efficiency — [Dr. Beat Richner](#), the physician who first sounded the alarm about the outbreak, [said](#) Wednesday that 64 of 66 his patients with the illness have died. All children. All under 7.

Dr. Richner, a Swiss physician, is the founder of the Kantha Bopha children's hospitals located in the capital Phnom Penh and in Siem Reap, home to the famed Angkor Wat temple complex. He first notified the Cambodian government about the appearance of the deadly new disease on June 20.

Cambodian health officials called in the World Health Organization, and together they [announced](#) they were investigating the unknown illness. Also Wednesday, the agency issued [a global alert](#).



WHO
@WHO

Follow

WHO is assisting the Cambodian Ministry of Health with field epidemiology, clinical management and active case finding.

goo.gl/9sjkk

6:05 PM - 4 Jul 2012

41 13



WHO
@WHO

Follow

WHO is assisting the Cambodian Ministry of Health with field epidemiology, clinical management and active case finding.

goo.gl/9sjkk

6:05 PM - 4 Jul 2012

41 13

Early tests have ruled out simple pneumonia and other commonly known communicable diseases. Bird flu, which [killed a young Cambodian mother and her 11-month-old son last year](#), also has been eliminated as a likely cause.



WHO
@WHO

From now on Twitter will be our first place for posting #H7N9 case updates. Full updates to follow on our website as usual. Stay tuned!

RETWEETS

328

FAVORITES

53



2:17 PM · 5 Apr 2013



Twitter Alerts from WHO

Critical information on your phone in real time

Welcome, Sari Setiogil

Ways you can receive alerts



Activate Alerts from @WHO



Mark Ryan

@RichmondDoc

Twitter and #GlobalHealth:
received a text from @WHO re: an
urgent global health notification
cc: @ranitmd

Verizon 22:49 92%

Messages (1) Twitter Contact

Text Message
Today 14:25

@WHO: #Guinea has notified WHO of an #Ebola hemorrhagic fever outbreak in forested areas southeast of the country <http://t.co/IKxoBQjAQ> #alert

Twitter Alert from WHO



WHO @WHO · 23 Mar 2014

#Guinea has notified WHO of an #Ebola hemorrhagic fever outbreak in forested areas southeast of the country goo.gl/KE43Rw #alert

331 53

#Ebola enters your body through your mouth, nose and eyes, or a break in the skin



Men should wear condoms during sexual contact for at least 3 days after recovery



You cannot spread **#Ebola** until you are sick – with fever, rash or sore throat



Recovered from **#Ebola** You can help your community take care of others who are sick with Ebola. With protection.



#Ebola is very infectious even after death. Pay respect from at least 1 metre away, without touching



A person who has been sick with Ebola is still highly infectious for up to 12 weeks after recovery



Someone who has been sick with Ebola, even after recovery, can still spread the virus through contact with their body fluids



Wash your hands with soap and water after every contact with sick people **#Ebola**



The body of a person who has died from **#Ebola** should only be handled by trained staff



Provide safe drinking water. No one should drink from the same container



If you think you may have been exposed to **#Ebola** minimize close contact with others



Do not share needles, razors or other sharp objects

You cannot get **#Ebola** by talking to people, walking in the street or shopping in the market





WHO Yemen @WHOYemen
Since last April, @WHO has provided over 19 million liters of
water to health facilities and DPs. #YemenCrisis



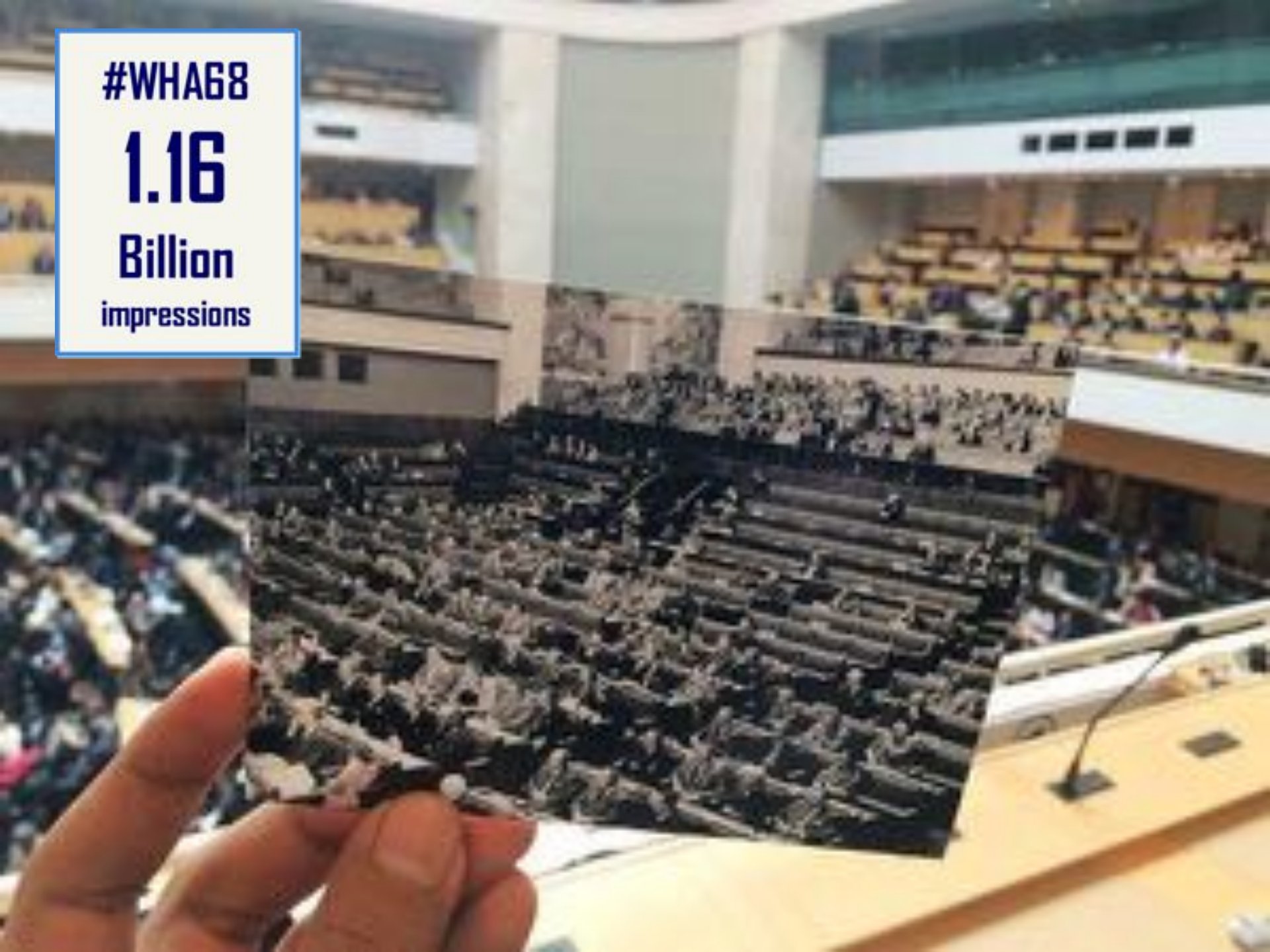
WHO Yemen @WHOYemen
Since last April, @WHO has provided over 19 million liters of
water to health facilities and DPs. #YemenCrisis



#WHA68

1.16

Billion
impressions



Social Media is 99% Listening

The image displays five vertical panels of social media content, primarily from WHO and related health organizations, illustrating a focus on listening to various stakeholders.

- Panel 1 (WHO HQ, Regional Offices):** Shows tweets from WHO HQ and WHO South-East Asia. The WHO HQ tweet discusses an informational document on Zika virus. The WHO South-East Asia tweet mentions pneumonia caused by viruses, bacteria, or fungi.
- Panel 2 (WHO Offices):** Features tweets from Naciones Unidas (UN) and OPS/OMS. The UN tweets discuss the epidemiological phenomenon of EBI138 and the OMS alert regarding childhood obesity. The OPS/OMS tweet mentions a report on ending childhood obesity.
- Panel 3 (#EBI138):** Displays tweets from Bona Kickbusch, Kathi Nawik, and Devi Sridhar. These tweets discuss the EBI138 debates, the need for analysis on governing bodies, and the impact of the WHO debate on the topic.
- Panel 4 (zika):** Shows tweets from OPS/OMS, Juan Félix, Nat Geo Science, and Markus Felber. These tweets discuss Zika virus, personal protection measures, an epidemic that unfolded in the US, and the Zika virus in Germany.
- Panel 5 (OMS salud):** Features tweets from Noehoy, Salud Pública A.C., Ana Virginia, and RRES. These tweets discuss the Zika outbreak in Canada and Chile, the Zika outbreak in Latin America, the debate on essential medicines in Venezuela, and childhood obesity in Ecuador.

TOP QUESTIONS RELATED TO THE MEAT CANCER RISK REPORT

globally in last 48 hours

Google Trends

- 1 What is processed meat?
- 2 Why do processed meats cause cancer?
- 3 Which meats are processed?
- 4 What in processed meat causes cancer?
- 5 Is chicken a processed meat?

google.com/



Google Trends @GoogleTrends Oct 27

Spain is the top country searching for the @WHO processed meat cancer risk story. See top questions & search trends

← ↻ 4 ❤️ 3 ⋮



Amy Sedghi

@AmySedghi



Follow

You've been asking questions about the processed meat cancer risk story on @GoogleUK & @WHO have been answering them

WHO @WHO

Q: Is bacon a processed meat?

A: Processed meats are those transformed thru salting, curing, fermentation, smoking, other processes

RETWEET

1

LIKE

3



WHO

@WHO

Q: What is processed meat? goo.gl/IV3WP3

2. What do you consider as processed meat?

Processed meat refers to meat that has been transformed through salting, curing, fermentation, smoking, or other processes to enhance flavour or improve preservation. Most processed meats contain pork or beef, but processed meats may also contain other red meats, poultry, offal, or meat by-products such as blood.

Examples of processed meat include hot dogs (frankfurters), ham, sausages, corned beef, and biltong or beef jerky as well as canned meat and meat-based preparations and sauces.

RETWEETS

951

LIKES

452





WHO @WHO · 10 Oct 2015

#WorldMentalHealthDay: let's ensure the dignity of every person with a #mentalhealth condition is respected goo.g/DIjWJF



9.5K



4.8K



[View summary](#)

GETTING TO ZERO

END AIDS BY 2030

WORLD AIDS DAY 2015



World Health Organization



16 MILLION PEOPLE

are now receiving antiretroviral treatment; 21 million are not yet

FAST-TRACK NOW TO END AIDS WITHIN A GENERATION



7.8 MILLION

HIV-related deaths have been averted in the last 15 years



STEP UP PREVENTION



OFFER TESTING TO EVERYONE AT RISK

46% of people living with HIV don't know it

WITH A DROP IN:

DEATHS 42% Since 2004

NEW INFECTIONS 35% Since 2000



TREAT ALL LIVING WITH HIV



WHO @WHO

[Follow](#)

#WorldAIDSday

Treat all people living with #HIV goo.gl/SjHUJZ

#WAD2015

12:00 AM - 1 Dec 2015



3,976



1,574

Suicide: facts and figures

Suicide is the second leading cause of death among

15-29 year-olds



There are more deaths from suicide than from war and homicide together

Over **800 000** people die by suicide every year

1 death every **40** seconds



57%

High-income countries: **75%** of suicides occur in low- and middle-income countries



Pesticides, hanging and firearms are the most common methods used globally

Suicides are preventable



Key is a comprehensive multisectoral approach



Most countries currently do not have a national suicide prevention strategy



10% reduction of suicide rates is the target in the Mental Health Action Plan 2013-2020



World Health Organization



WHO @WHO

[Follow](#)

Today is World Suicide Prevention Day.

DYK: Over 800,000 ppl die due to #suicide every year

goo.gl/pNvPMH

9:34 AM - 10 Sep 2015



5,164



1,699

WHO is reaching every corner...

..and we tweet it!





[@Setiogi](#) & [@Dante_Licono](#)