This is how @WHO uses twitter

Geneva Engage, January 2016

World Health Organization
Communicating WHO
Computer Soft Wear Installations

WhatsApp
Facebook
Skype
There's a #FirstTweet for everything.

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

@@WHO

Tweet it!
Your Tweets earned **75.9M impressions** over this **91 day period**.
Chinese panic-buy salt over Japan nuclear threat

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

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.
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!
Welcome, Sari Setiogil!

Ways you can receive alerts

Twitter Alerts from WHO

Critical information on your phone in real time

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Mark Ryan
@RichmondDoc

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

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WHO 🌍 @WHO · 23 Mar 2014

#Guinea has notified WHO of an #Ebola hemorrhagic fever outbreak in forested areas southeast of the country goo.gl/KXE43Rw #alert
If you think you may have been exposed to #Ebola, minimize close contact with others.
Fuel shortages in #Yemen have made it impossible for many major hospitals & health facilities to function optimally.

Since last April, @WHO has provided over 19 million liters of water to health facilities and DPs. #YemenCrisis
WHO @WHO - 18 Nov 2015

Late at night you woke up with a bad stomachache and need to 🛿

You:

#WorldToiletDay

69% Go to the toilet

31% Grab ur mobile phone

4,049 votes • Final results

~Heba Albyady~ @DrHebasalem92 - 18 Nov 2015

@WHO hhhhhhhhhhhhhhhhhhhhhhhhhhhhhhhhhhhhhhh , is that really the official WHO , or the account has been hacked 😂😭
Social Media is 99% Listening
TOP QUESTIONS RELATED TO THE MEAT CANCER RISK REPORT globally in last 48 hours

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 Trends

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 through salting, curing, fermentation, smoking, other processes.

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 flavor 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
$\text{WHO@WHO}$ · 10 Oct 2015

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

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$\text{WHO@WHO}$ · 1 Dec 2015

#WorldAIDSDay: Treat all people living with HIV goo.gl/SjiHUJZ

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Today is World Suicide Prevention Day.

DYK. Over 800,000 ppl die due to suicide every year goo.gl/pNvPMH

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GETTING TO ZERO

END AIDS BY 2030

World AIDS Day 2015

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

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Suicide: facts and figures

Suicide is the second leading cause of death among 15-29 year-olds

Over 800,000 people die by suicide every year

1 death every 40 seconds

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

57%

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

Suicides are preventable

Restricting access to means
Effective preventive measures
Responding to media reporting
Training of health workers
Intervening suicidal patients

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

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World Health Organization

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WHO is reaching every corner...

..and we tweet it!