



**#MHDAY
2018**

Social Media Guide

Menstrual Hygiene Day 2018

#NoMoreLimits

The purpose of the MH Day Social Media Guide is to support partners in the use of the MH Day social media materials.

You can find all social media materials in the "Campaign Materials" section of the MH Day website

<http://menstrualhygieneday.org/material-2018/>

Materials are available in English, French, Portuguese and Spanish.

Campaign Hashtags

Please include the following hashtags in your social media communication:

#NoMoreLimits

#MHDAY2018

MH Day Social Media Channels

Facebook global www.facebook.com/MenstrualHygieneDay/

Facebook India www.facebook.com/MHDayIndia/

Twitter www.twitter.com/MHDay28May

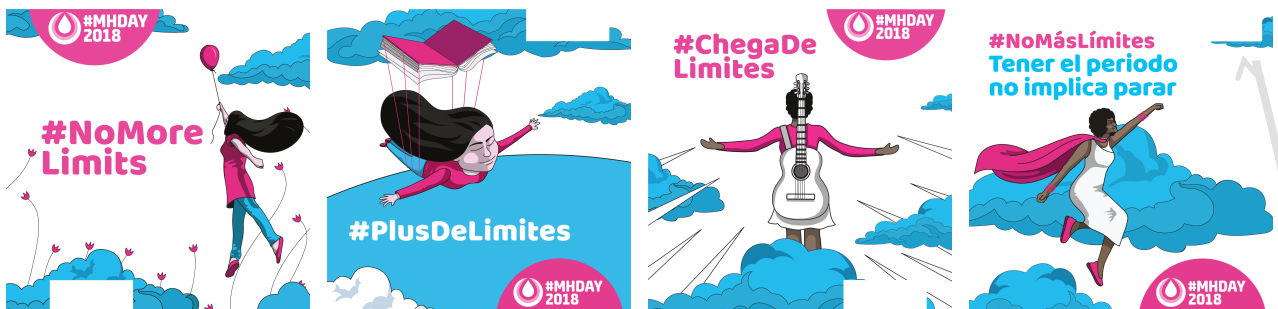
Instagram www.instagram.com/menstrualhygieneday

Social media materials

Overview of the social media materials for MH Day 2018

We have created 4 different ready-to-use social media motifs:

- Balloon motif (rise up message)
- Education motif (education message)
- Guitar motif (dream message), available in 3 versions featuring girls from different regions and cultures
- Superwoman motif (periods ≠ stop message)



Each motif is available in 4 different languages (English, French, Portuguese and Spanish) and as different image suitable for Facebook, Twitter and Instagram.

All images include a white box (see examples above). That is the area where you can integrate your own logo.

But a nice visual is not enough. You want to tell a story and for this you need a text that fits with the motif. That's why we have also created short texts for each motif. Combine images with the corresponding text to create powerful Facebook and Instagram posts or tweets (note: the tweet texts are available in English only).

You will find complete sets on the MH Day Website here:

<http://menstrualhygieneday.org/material-2018/>

Click the tab for 'social media' or the language tab of your choice.

How to use the materials

Imagine you are an organisation from Brazil and you want to do a Facebook post using the superwoman motif.

First, you download the superwoman set in Portuguese and save it to your harddrive.

When you open the zip-file, you see two images that are optimized for Facebook. Choose one of them. If you like, you can integrate your logo in the designated space.

But a nice image alone is not enough - you want to tell a story.

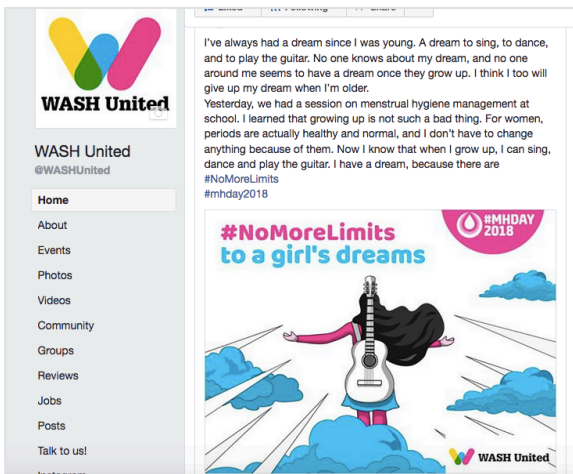
Now open the text file. There you will find a short text for Facebook.

By combining the text with the image, you can now create a powerful post.

That's it!

Example

These examples shows you how to combine an image with logo integration + text for Facebook and Twitter.



Step-by-Step

1. Download the language version of the motif of your choice
2. Select the image that matches the social media channel you want to post it on
3. If you like, you can integrate your logo in the designated space
4. Now open the text file. There you will find a story that you can post together with the image
5. Publish the post

Create your own social media materials

You can use the MH Day Design System to develop your own social media content for MH Day integrating your logo, the MH Day logo, the campaign hashtag and any headline.

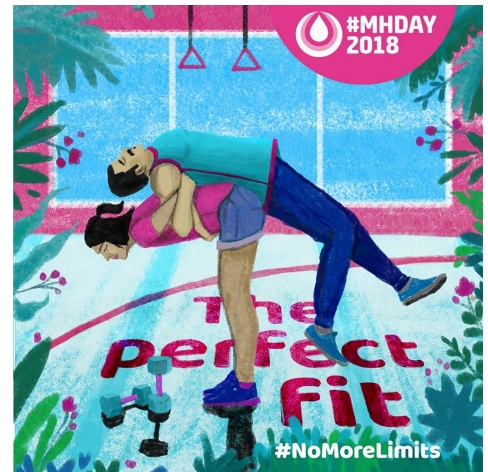
Download the [MH Day Design System](#)

How to position the #MHDAY2018 logo

Position your logo on the image/visual. Position the #MHDAY2018 logo (short version for social media) in one of the other corners of the image/visual. You are free to choose which corner you would like to use. Use this system for pictures as well as for video (end-screen) or other visual content.

Download the [MH Day social media logo](#)

Example



You can include any type of visual content (pictures, illustrations, etc.) and position the campaign hashtag and your headline on top of or next to your visual elements. You can include additional hashtags like #MHDAY2018, #menstruationmatters or your own hashtags in the post text.

Social Media Tips!

The new facebook algorithm has changed what will be visible for your fans/followers. That will drastically reduce the organic reach of posts from businesses, brands, and media pages (unless these are paid for).

This means particularly for online campaigns of your organisation where you want to boost organic, unpaid reach:

- Find a well-balanced mix between own and curated content, focus on quality content that **sparks conversations** between users. Tip: tell a (personal) story, include data and facts in a (personal) story, include questions, write about timely, relevant topics that users are sure to have an opinion on
- Invest in social listening and interactions with your community, comments from users/fans/followers and your response will boost organic reach (much more than shares, likes and views)
- Ask users/fans/followers to choose your page as a favorite page ("See First" in the news feed preferences)
- Pictures are a minimal requirement, videos are still favored, but **live videos** will be even more important



Our key asks to you:

To increase the power and visibility of MH Day 2018 on social media, please do the following:

1. **Use the campaign hashtags**
2. **Comment on posts of other MH Day partners as much as possible**
3. **Share, share, share!**

Have a great #MHDay2018 !

Thank you for using the MH Day logo and campaign hashtag for your MH Day materials!

The MH Day brand/logo and the MH Day design system was developed by WASH United.

The campaign hashtag was jointly developed by WASH United and the MH Day partner network.