



## Social Media Toolkit

Whether you live with eczema or atopic dermatitis, care for someone with the condition, or are already actively involved with a patient association, your voice is important!

AltogetherEczema is a growing movement aiming to help start conversations within the eczema and atopic dermatitis community about what matters most to them. The more conversations you have, the bigger the movement will grow.

This toolkit contains guidance and assets that you can use to help drive conversations about living with the disease. We need your help to spread the word about this growing movement and new platform [AltogetherEczema.org](https://AltogetherEczema.org), informing your followers of the ways in which they can get involved remotely and encouraging them to share their story.

Check out the information, guidance and assets provided and start inspiring others to get involved. Remember, together we are stronger!

The content of this document includes:

- **Why use social media?**
- **Tips for developing content**
- **Twitter best practices**
- **Facebook best practices**
- **AltogetherEczema key messages**
- **Social media posts**
- **Visuals**
- **Support World Atopic Eczema Day**



## Why use social media?

Social media provides instant access to a worldwide audience, spanning across multiple different platforms. The statistics below, for the most popular social networks, show the number of users on each platform – and these are growing rapidly!



2.19  
BILLION



1.3  
BILLION



800  
MILLION



336  
MILLION



191  
MILLION



175  
MILLION



**BE PRIVACY SMART:** remember that social media is a public place – think before you post and take time to review your individual privacy settings!



**KNOW YOUR AUDIENCE:** remember to choose a platform that's appropriate for the audience you are trying to reach. For instance, a common insight is that Twitter is more factual and informative, whereas Facebook is more emotional and engaging. Keep reading for more!



## Tips for developing content

### **SIMPLE**

Use clear, brief and compelling language that is accessible to all!

### **SUCCINCT**

Keep it short! Did you know that on Facebook posts that are 80 characters or less earn 86% more engagement! For Instagram, we recommend 138-150 characters and 71-100 for Twitter.

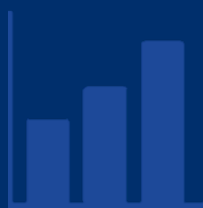
### **VISUAL**

Include visual content where possible. For some examples, check out the graphics we have developed. Click [here](#) if you are a patient or caregiver and [here](#) if you are a patient leader to view assets.



#### **KEEP IT TIMELY:**

Distribute your posts evenly throughout the day to encourage more engagement. Consider using tools such as [Hootsuite](#) to schedule posts in advance.



#### **STATE THE FACTS:**

Check out the “data” section under the “Learn More” section of AltogetherEczema for some compelling statistics!



#### **SHARE TIPS AND ADVICE:**

Help those living with eczema or atopic dermatitis better manage their condition by sharing valuable and informative content.



# AltogetherEczema

The Global Network for Eczema & Atopic Dermatitis



**TELL AN HONEST AND OPEN STORY:** Connect the community. Use the information presented as a conversation starter, and as an opportunity to ask your audience questions about their experiences.



## **KEEP THE CONVERSATION GOING:**

- Create **Twitter polls** to understand how people perceive eczema and atopic dermatitis.
- Start **Facebook and Instagram live** sessions to discuss the impact of the disease and challenges.
- **Use Instagram and Facebook stories:** This is the perfect way to share moments during your day, especially when the disease is challenging. You can add location to your stories, customize them with filters and stickers, and also mention other accounts.



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## Twitter best practices



### **Mention accounts**

Mention relevant Twitter accounts if they are related to your post. Put an @ and then type their name. This notifies them that you're talking about them and their community of followers.

### **Hashtags**

Join the conversation by using [#AltogetherEczema](#) and [#AtopicEczemaDay](#)

### **"Pin" relevant tweets**

Pin tweets to the top of your account from the upper right menu. This will stick your tweet to the beginning of your timeline, so it will be the first thing people see when landing on your page.

### **Tell your story with and without sound.**

Since videos on Twitter automatically play with sound off, it's important to make sure your video entices viewers, even when muted. When sound is off, beautiful imagery and on-screen text can help promote your content. When enabled, your video's sound should offer additional value to viewers.



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## Facebook best practices



### Videos

Tell your story in video format without sound, the same way that you would on Twitter. When creating videos, share your story in a way that is easy to digest.

### Hashtags

In the same way as you would on Twitter, join the conversation by using **#AltogetherEczema** and **#AtopicEczemaDay**.

### Mention other accounts or pages

Mention public Facebook pages or users if they are related to your post. Link to their Facebook page, which also notifies the page owner that you're talking about them.

### Facebook Live

Organize Facebook live sessions to talk about eczema or atopic dermatitis and interact in real time with your followers. At the end of your broadcast, you can post the video to Facebook, download it to your phone, change the privacy settings, or delete it entirely.



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## AltogetherEczema key messages

Listed below are the AltogetherEczema campaign messages. Use or adapt them to help you create posts for social media.

1

Eczema has a significant – and often hidden – physical and psychological burden, but remains a low priority for healthcare systems all over the world

2

AltogetherEczema is a growing movement of the global eczema & atopic dermatitis community, aiming to identify critical issues, share knowledge and deliver change

3

AltogetherEczema is motivated by what matters most to those living with eczema or atopic dermatitis

4

September 14 marks the first-ever World Atopic Eczema Day, a global milestone to raise awareness of eczema & atopic dermatitis and call for urgent action to improve lives



## Social media posts

Here are a few examples of posts that you can use to help spread the word about our growing community. You should consider altering the text and length of the post depending on the platform.

A common insight for social media is that Twitter is more factual and informative, whereas Facebook is more emotional and engaging. Facebook is the home of videos where users spend longer consuming content, whereas photos and GIFs perform best on Twitter as these are quick and direct.

**Join the conversation by using #AltogetherEczema.** This will help to notify your followers that the post relates to the AltogetherEczema community, and enable other users to track your content and engage with your conversation.

### SUGGESTED POSTS FOR PEOPLE LIVING WITH ATOPIC ECZEMA:

*I've joined the #AltogetherEczema movement! Have you? Visit [altogethereczema.org](http://altogethereczema.org) to find out more.*

*It's time to share what it's really like to live with atopic eczema. Check out the survey on [AltogetherEczema.org](http://AltogetherEczema.org) and have your say! #AltogetherEczema*

*Eczema is more than just a skin condition. It's important we all share our stories and express the challenges of living with this disease. Share and join the #AltogetherEczema movement [\[LINK\]](#)*





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The Global Network for Eczema & Atopic Dermatitis

## SUGGESTED POSTS FOR PATIENT ASSOCIATIONS:

*Eczema affects up to 20% of children and 10% of adults worldwide. Help us spark a new international conversation by visiting [altogethereczema.org](https://altogethereczema.org) #AltogetherEczema*

*We are proud to be part of the #AltogetherEczema movement! Check out [altogethereczema.org](https://altogethereczema.org) to get involved. [\[LINK\]](#)*

*Here @ [name of organization], we're supporting #AltogetherEczema, a new global patient community established to improve the lives of those living with eczema and atopic dermatitis. Join us [\[LINK\]](#)*



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## Visuals

As you know visuals are vital. They are attention-grabbing and allow users to understand your post and engage with ease. To accompany your social posts, we've developed a number of visuals that are available for patients, caregivers and patient associations! Visit the "[Your Community](#)" tab on [altogethereczema.org](http://altogethereczema.org) to download the graphics and templates for you to edit as you wish. If you are a patient leader, you may want to consider adding your logo adjacent to the AltogetherEczema logo.

Join the movement on  
World Atopic Eczema Day



Tell us what it's really like living  
with eczema or atopic dermatitis



Together we are stronger.  
Join our growing global community.



Share your  
story with our  
growing global  
community





# AltogetherEczema

The Global Network for Eczema & Atopic Dermatitis

## Support World Atopic Eczema Day on September 14<sup>th</sup>

September 14<sup>th</sup> marks the first ever World Atopic Eczema Day. We need your help to spark conversations and raise awareness of this important day to help improve the lives of people living with or caring for someone with eczema or atopic dermatitis.

This World Atopic Eczema Day, AltogetherEczema will officially launch. On the platform and across social channels, we will be sharing a video depicting the story of Tonya Winders, President and CEO of Allergy & Asthma Network and President of Global Allergy & Asthma Patient Platform, discussing the impact of atopic dermatitis on family life, and how that experience compelled her to act and advocate on behalf of patients.

We ask you to engage with this video and share it with your followers to help grow our community and inspire others to get involved.

Click on the icons below to check out the GlobalSkin social channels:



### SUGGESTED POSTS:

*Help #AltogetherEczema spark an international conversation this #AtopicEczemaDay by participating in their questionnaire at [altogethereczema.org](https://altogethereczema.org)!*

*Today marks the world's first #AtopicEczemaDay and we're calling for changes that will improve the lives of those living with eczema and atopic dermatitis. Get involved in the #AltogetherEczema movement by visiting [altogethereczema.org](https://altogethereczema.org)!*



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*I am [I/ we are] proud to be part of the #AltogetherEczema movement!  
Check out [altogethereczema.org](http://altogethereczema.org) to get involved.*

*On the first #AtopicEczemaDay, #AltogetherEczema are hoping to spark  
a new international conversation about living with eczema and atopic  
dermatitis. Share your story at [altogethereczema.org](http://altogethereczema.org).*

*Eczema is more than just a skin disease. Join the #AltogetherEczema  
movement this Atopic Eczema Day by visiting [altogethereczema.org](http://altogethereczema.org)!*

*To mark the first ever #AtopicEczemaDay, #AltogetherEczema have  
launched a brand new video depicting the story of patient leader Tonya  
Winders. Check it out at [altogethereczema.org](http://altogethereczema.org)!*



**AltogetherEczema**

The Global Network for Eczema & Atopic Dermatitis

# Thank you!

**Your voice can help make a real difference to the  
eczema and atopic dermatitis community.**

**If you have any questions, please do not hesitate to get  
in touch with the team at [info@altogethereczema.org](mailto:info@altogethereczema.org)**