



ALMA Awards for Excellence 2018
Social media toolkit

ALMA Awards for Excellence 2018 at a glance

On Sunday 28th January the African Leaders Malaria Alliance (ALMA) honoured six African countries – Senegal, Madagascar, The Gambia, Comoros, Algeria and Zimbabwe – for their exemplary leadership in driving down malaria cases, even as global progress risks losing momentum.

You can read the full press release here: <http://bit.ly/2BANLke>

We would love your support to help spread the news about the winners and highlight the important progress being made in the fight against malaria.

In this toolkit you will find:

- Key messages
- Social media posts
- Downloadable graphics and GIFs to embed in your posts
- Top @handles and hashtags

Key messages

- **Strong African leadership** will be crucial to ending malaria globally.
- Malaria is a **preventable and treatable disease** that still affects hundreds of millions of families.
- African leaders must **re-energize our commitment** to end malaria by 2030 because it will save lives and help our economies jump to the next level of development.
- The ALMA Secretariat helps countries by sharing best practices, highlighting success, and annually tracking progress.
- African leaders must **replicate this success** by prioritizing funding, scaling up access to proven interventions, and investing in stronger health systems.
- The global community must **sustain or increase the funding commitments** needed to help countries get back on track.
- We must all **remain vigilant** and committed to ending malaria for good.

Social media posts: Twitter

Easy retweets

Here are five easy retweets from the @ALMA_2030 channel (just follow the link and press retweet):

Press release with embedded GIF: https://twitter.com/ALMA_2030/status/957986388804325377

Short video of Joy Phumaphi, Executive Secretary of ALMA: https://twitter.com/ALMA_2030/status/957558362216034304

Quotegraphic from Prime Minister of Ethiopia highlighting NTD focus: https://twitter.com/ALMA_2030/status/957667645175816192

Quotegraphic from UN Secretary General about combatting malaria: https://twitter.com/ALMA_2030/status/957995758908788738

203 million bed net statistical graphic: https://twitter.com/ALMA_2030/status/957685729714458624

Social media posts: Twitter

Original content

Below are 7 suggested tweets and a Facebook post with accompanying multimedia content. Each piece of content can be accessed via a bit.ly link (which will direct you to a Dropbox file).

Tweet 1 (embed Joy Phumaphi quotegraphic which can be downloaded here:

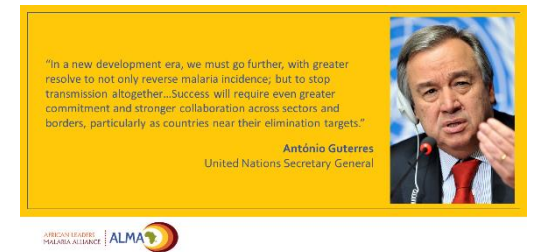
<http://bit.ly/2rR5MLN>)

Well done to the 2018 ALMA award winners! At this critical moment in the fight against #malaria, we must learn from your successes #AUSummit2018 #EndMalaria @ALMA_2030

Tweet 2 (embed Antonio Guterres quotegraphic which can be downloaded here:

<http://bit.ly/2rLQ9VK>)

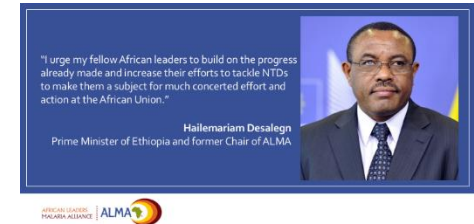
@AntonioGuterres on the 2018 ALMA Awards: “To beat #malaria we need greater commitment and stronger collaboration” #EndMalaria #Africa #AUSummit2018 @ALMA_2030



Social media posts: Twitter

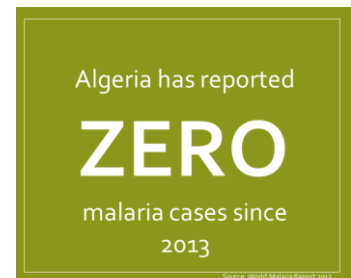
Tweet 3 (embed NTD quotegraphic which can be downloaded here: <http://bit.ly/2rROTQW>)

Combatting #NTDs and #malaria is vital if we're going to achieve the #SDGs. That's why NTDs have been added to this year's ALMA scorecards #EndMalaria #AUSummit2018 #GlobalGoals



Tweet 4 (embed GIF which can be downloaded here: <http://bit.ly/2DGop6u>)

NEWS: 6 African countries leading the way to a malaria-free Africa receive @ALMA_2030 Award for Excellence at #AUSummit2018 <http://bit.ly/2BANLke>



Tweet 5 (embed bed net graphic which can be downloaded here: <http://bit.ly/2nnVCMU>)

With #malaria on the rise around the world, we all need to unite to fight this preventable disease #EndMalaria #AUSummit2018 @ALMA_2030



Social media posts: Twitter

Tweet 6 (embed photo which can be downloaded here: <http://bit.ly/2DO9lrC>)

.@akin_adesina: “Malaria is bad for business. It strains national economies and impoverishes households, costing Africa a whopping US\$12 billion a year.”

@afdb_group #EndMalaria #AUSummit2018



Tweet 7 (embed awards photo which can be downloaded here: <http://bit.ly/2DLge8L>)

Well done to #Senegal #Madagascar #Gambia #Comoros #Algeria and #Zimbabwe for winning @ALMA_2030 awards at the #AUSummit2018 #EndMalaria <http://bit.ly/2BANLke>



Social media posts: Facebook

Facebook post (embed GIF which can be downloaded here: <http://bit.ly/2DGop6u>)

Strong African leadership = fewer malaria cases.

Get all the latest from this weekend's ALMA Awards here: <http://bit.ly/2BANLke>

And a huge congratulations to the 6 winning countries: Senegal, Madagascar, Gambia, Comoros, Algeria and Zimbabwe!

Follow @AfricanLeaders on Facebook to get further updates.



Handles and hashtags

Handles

@ALMA_2030
@_AfricanUnion
@MalariaNoMore
@RollBackMalaria
@DrTedros
@AntonioGuterres

Hashtags

#EndMalaria
#AUSummit2018
#30thAUSummit
#Malaria