

#ICMLive

Social Media Toolkit

#ICMLive is an initiative coordinated by FHI 360, the International Confederation of Midwives (ICM), and Johnson & Johnson to provide live social media coverage of key conversations and presentations during the 2014 ICM Congress in Prague, Czech Republic.

This toolkit is meant to provide you with some suggested language about the initiative, key links to promote during the week of the conference, and photo tiles to enhance social media posts.

Key links

#ICMLive Sign-Up Form: <http://bit.ly/1eltsuN>

#ICMLive Hub: <http://bit.ly/1nU1zdj> [PLEASE NOTE: The hub is under construction and will not be available until Friday. For all posts below with this link, **please do not post until Friday.**]

Key handles

#ICMLive Core Team:

- FHI 360 - @fhi360
- J&J - @JNJGlobalHealth
- ICM - @world_midwives
- Girls' Globe - @girlsglobe

ICMLive CAG partners:

- Canadian Midwives Association - @CanadianMidwives
- Direct Relief - @DirectRelief
- Every Woman Every Child - @UnfEWEC
- Family Care International - @FamilyCareInt
- Gates Foundation - @GatesFoundation
- Jhpiego - @jhpiego
- MamaYe - @MamaYeAfrica
- MCHIP - @mchipnet
- Midwives & Evidence-Based Midwifery - @MidwivesMag
- Save the Children - @SavetheChildren
- Social Good Moms - @socialgoodmoms
- UNFPA - @UNFPA
- UN Foundation - @unfoundation
- White Ribbon Alliance - @WRAGlobal

ICM Plenary Speakers:

- Kate Gilmore, UNFPA - @UNFPA
- Lisa Kane Low, University of Michigan College of Nursing, College of Women's Studies - @UMichNursing, @umichWS
- State of the World's Midwifery (SoWMy) 2014 report launch - #SoWMy2014, @UNFPA
- Debrah Lewis, VP, ICM - @world_midwives
- Toyin Saraki, Wellbeing Foundation - @toyinsaraki, @wellbeingafrica
- Cecily Begley, Trinity College Dublin College of Nursing - @tcdDublin
- Ngai Fen Cheung, Chinese Maternal & Child Health Association - @ngaifenchung

Suggested tweets and Facebook posts

Tweets:

- Midwives are crucial to reducing maternal and neonatal mortality. Join us for #ICMLive to help spread the word: <http://bit.ly/1eltsuN>
- The @world_midwives conf is happening in Prague June 1-5. Join us using #ICMLive to participate in the #midwife convo <http://bit.ly/1nU1zdj>
- Have you signed up for the #ICMLive daily delivery yet? <http://bit.ly/1eltsuN> #MidwivesMatter
- Get all news, photos & videos from the @world_midwives conf in Prague directly in your inbox. <http://bit.ly/1eltsuN> #MidwivesMatter #ICMLive
- Visit the #ICMLive hub for all news, photos & videos from the @world_midwives conf in Prague June 1-5. <http://bit.ly/1nU1zdj>
- Did you know that approx 290,000 mothers die every year due to childbirth complications? #MidwivesMatter #ICMLive <http://bit.ly/1nU1zdj>
- Did you know that approx 3mil children die every year due to pregnancy & childbirth complications? #MidwivesMatter #ICMLive <http://bit.ly/1nU1zdj>
- 2/3 of maternal deaths could be averted w adequate access 2 midwifery care in a health system #MidwivesMatter #ICMLive <http://bit.ly/1nU1zdj>

Facebook/Instagram posts:

- The 30th @International Confederation of Midwives [TAG ORG] Congress is kicking off in Prague this weekend. Join the online conversation about how midwives are crucial to preventing maternal and newborn deaths by using #ICMLive on social media, and make sure to sign up for daily newsletters here! <http://bit.ly/1eltsuN>
- Did you know: Up to two-thirds of maternal deaths could be averted if there was universal access to a well-educated, regulated midwifery workforce in a health system with adequate supplies. The 30th @International Confederation of Midwives [TAG ORG] Congress begins in Prague this weekend to discuss how we can enhance and expand the global midwifery workforce. Join the conversation online by using #ICMLive on Twitter, Facebook and Instagram, and read all news on the #ICMLive hub here: <http://bit.ly/1nU1zdj>

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Contact info

If you have any questions, please reach out to Leanne Gray at lgray@fhi360.org or Patrick McCrummen at pmccrumm@its.jnj.com.

Thanks for supporting #ICMLive!

