










DISSEMINATION PLAN FOR SOCIAL MEDIA CAMPAIGN
 WORLD PH DAY 2021







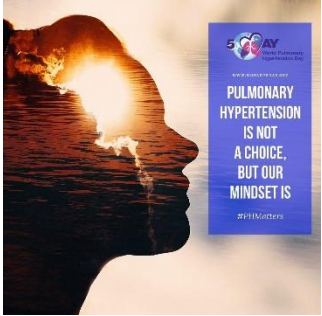
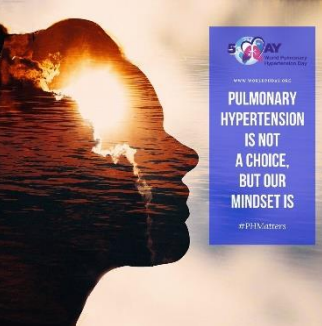
DATE	FORMAT	COPY	VISUAL/review All visuals for all formats can be downloaded at : https://worldphday.org/toolkit/ <u>They are sorted by publication date!</u>
30 th of April	Facebook post	People with Pulmonary Hypertension (PH) need to possess an extremely powerful mental strength, in order to overcome all the problems caused by the #PH diagnosis. https://worldphday.org/ #PHMatters #WorldPHDay2021 #PulmonaryHypertension	
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30 th of April	Story FB and IG,		 <p>Increasing the strength of our minds is the only way to reduce the difficulty of life.</p> <p>www.worldphday.org #PHMatters</p>
01 st of May	Facebook post	<p>Healthy people were forced to wear face masks due to COVID-19 to protect themselves. Many #PH patients have to wear masks constantly, as almost every virus could prove fatal to them. Masks are temporary for most people, while PH patients have to live like that for their entire lives. Think about how that makes #PHpatients feel.</p> <p>https://worldphday.org/</p> <p>#PHMatters #WorldPHDay2021 #PulmonaryHypertension</p>	 <p>YOU HAVE TO WEAR A MASK FOR A YEAR. WE HAVE TO WEAR A MASK OUR WHOLE LIVES</p> <p>www.worldphday.org #PHMatters</p>


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03 rd of May	Facebook post	<p>People with Pulmonary Hypertension (PH) are in a high-risk group, and contracting COVID infection could very often be fatal for them. Let's take care of our own health in order to protect all those that we hold dear.</p> <p>https://worldphday.org/</p> <p>#PHMatters #WorldPHDay2021 #PulmonaryHypertension</p>	




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04 th of May	Facebook post	<p>Pulmonary Hypertension (PH) can affect anyone, regardless of sex, race, and age. And if we must fight with #PH, it is exclusively our own choice how we face the disease. My choice is to remain positive and mentally strong. What's your choice?</p> <p>https://worldphday.org/</p> <p>#PHMatters #WorldPHDay2021 #PulmonaryHypertension</p>	
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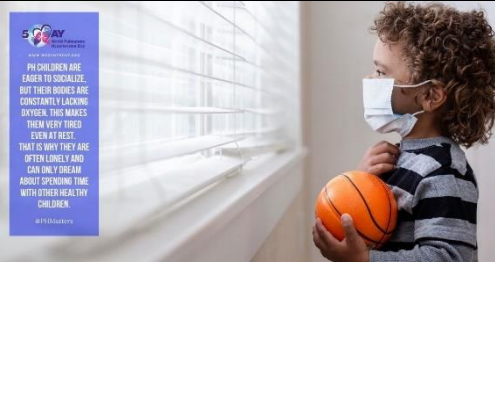

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07 th of May	Facebook post	<p>Can you imagine how many desires a healthy child has? A million. And how many desires does a child with Pulmonary Hypertension (PH) have? Only one, to dream a healthy kid's dreams.</p> <p>https://worldphday.org/</p> <p>#PHMatters #WorldPHDay2021 #PulmonaryHypertension</p>	
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10 th of May	Facebook post	<p>Because of the severity of their symptoms, children with Pulmonary Hypertension (PH) are very often unable to regularly attend school, to socialize or play with other kids. That's why #O2Kids often feel very lonely and spend a lot of time in hospitals.</p> <p>https://worldphday.org/</p> <p>#PHMatters #WorldPHDay2021 #PulmonaryHypertension</p>	
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12 th of May	Facebook post	<p>Healthy people will return to their normal life and social activities after COVID-19. However, people with #PulmonaryHypertension (PH) will stay at their homes, primarily because of the severity of their disease, its prognosis, and the symptoms that they constantly face.</p> <p>You can read more about their symptoms at the following page: https://worldphday.org/about-ph/</p> <p>#PHMatters #WorldPHDay2021 #PulmonaryHypertension</p>	
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12 th of May	Twitter post	<p>After the pandemic, healthy people will return to their normal life and social activities. However, people with #PH will be forced to remain in their homes, primarily because of the severity of their disease.</p> <p>https://worldphday.org/</p> <p>#PHMatters #WorldPHDay2021 #PulmonaryHypertension</p>	
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14 th of May	Facebook post	<p>Children suffering from Pulmonary Hypertension (PH) often don't know how to explain their feelings. Their bodies are not able to withstand any physical strain, and they are prone to many viral and bacterial infections. #O2Kids spend most of their lives in isolation. Enter into their feelings and make sure these small heroes that they are not alone in their great battle for life.</p> <p>https://worldphday.org/</p> <p>#PHMatters #WorldPHDay2021 #PulmonaryHypertension</p>	
14 th of May	Twitter post	<p>Children suffering from #PulmonaryHypertension often don't know how to explain how they feel. #PHchildren spend most of their lives in isolation. Show these small heroes that they are not alone in their great battle for life.</p> <p>https://worldphday.org/</p> <p>#PHMatters #WorldPHDay2021</p>	
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