



TB # 2013

HASHTAGS help organize information on social media and allow users to search tweets for related content. As a community, using common hashtags helps increase the visibility and weight of our messages.

Hashtags to use for TB issues:

- » #Tuberculosis
- » #TB
- » #worldTBday (this year's hashtag— not WTBD or WorldTBDay2013, etc.)
- » #MDRTB/#XDRTB/#TDRTB
- » #oneinfour (for TB-HIV issues)
- » #tbkids (for pediatric TB issues)
- » #newtbdrugs
- » #voicesoftb (for patient stories)

Hashtags for use in conjunction with TB hashtags or topics:

- » #globalhealth
- » #poverty
- » #HIV or #AIDS
- » #Health
- » #MDG (Millennium Development Goals)

Tips for hashtags:

1. Many people use hashtags to filter news by geographic region; consider adding #LosAngeles, #India, etc. to posts about TB issues or news in selected regions.
2. When planning an event with a social media component, develop a hashtag and circulate it among the TB communicator community.
3. Hashtags can be either informational, or promotional. When planning an event, select a unique hashtag to filter out irrelevant info. When dispensing information, select hashtags similar to key words somebody might use to search for information in that field.
4. Remember, punctuation symbols break a hashtag; use only numbers and letters.