



12 MARCH 2020

SOCIAL MEDIA IMAGE PACK

Thank you for downloading the social media image pack and getting involved in promoting World Kidney Day! We want as many people as possible to know just how important kidneys are. Here's some information on how you can help us make a big impact this year:

WHAT'S IN THE PACK?

You'll find everything you need to support World Kidney Day on your social channels. There are images for social posts, the World Kidney Day logo and banners for the background of your Facebook or Twitter page.

WHAT SHALL I SAY IN MY POSTS?

The theme of World Kidney Day UK is 'THE BIG TOPIC EVERYONE'S IGNORING: #KIDNEYSMATTER'. Everyone knows they have kidneys but most people are ignoring the important role they play in keeping your body healthy. It's time to let the world know just how BIG a deal kidneys are and the impact they have on your life when they don't work properly.

In your posts, please share why you're supporting World Kidney Day and why kidneys are a big deal to you. Please use our hashtags so we can spread the word far and wide – **#KidneysMatter** and **#WorldKidneyDay** – and tag World Kidney Day UK in your posts.

WHEN SHALL I SHARE MY POSTS?

World Kidney Day is **12 March 2020** so let's make as much noise as possible on the day and really get kidneys noticed. Feel free to share more posts after the day as well.

Thanks so much for all your help, we really appreciate your support. Let's make everyone realise that Kidneys Matter.

Kidney Charities Together, the Renal Association and the British Renal Society



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World Kidney Day in the UK is led by the Kidney Charities Together Group 0300 303 1100 | info@worldkidneyday.co.uk | worldkidneyday.co.uk



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