

Global Handwashing Day
15 October

Your guide to promoting Global Handwashing Day 2018 across your digital channels

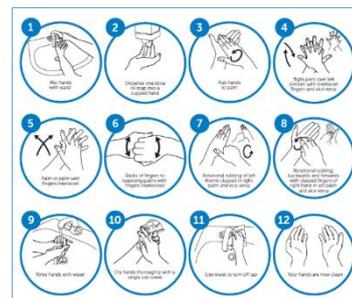
One of the easiest and most effective ways to promote your Global Handwashing Day initiatives is to use your organisation's digital channels. You should begin communicating from around two weeks prior to the day itself, so we suggest from the beginning of October, building up to Global Handwashing Day on 15th October 2018.

COMPANY WEBSITE / INTRANET

Promote your support of Global Handwashing Today both publically on your company website and internally to your employees on your intranet or internal social media channels. Mention the date itself (15th October) and build anticipation of the specific initiatives / events you're planning, plus any relevant times/locations.

A great way to drip-feed information to your employees is by writing a series of short blog posts, all focusing upon different aspects of hand hygiene in the workplace, for example:

- The 12 steps to achieving **Scott® Clean** hand hygiene – the handy infographic opposite can be supplied [on request](#).
- The importance of handwashing with soap and hand drying with paper towels before eating/snacking in the workplace.
- Case studies of how your organisation is helping guests and employees maximise **Scott® Clean** hand hygiene behaviours.
- How your choice of **Scott®** products promotes good hand hygiene techniques at your location.
- Success stories and anecdotes about how your choice of **Scott®** products has increased washroom satisfaction at your location.



SOCIAL MEDIA

Using your company's social media channels is an excellent way to promote your key messages around **Scott® Clean** hand hygiene and Global Handwashing Day. Whether your preference is your LinkedIn company page, Twitter, Facebook, Instagram – or all of these – encouraging employees to share your messages will help amplify everything you do.

Social media also enables you to start new discussions around hand hygiene and encouraging behaviour change where necessary.

Photos, graphics, and other images help make your social media posts eye-catching. We can supply you with a number of graphical assets to use in your social media, including **Scott®** logos, social cards, background graphics, and the 12 steps to achieving **Scott® Clean** hand hygiene etc. Simply [email the team](#) or call **01737 736004** to discuss your requirements.

You can also source your own images on websites like [Shutterstock](#), find free GIFs on [GIPHY](#), and design your own social media graphics using free software like [Canva](#).

To get you started, here's some example social media posts for you to use/adapt:

We're celebrating being #ScottClean this #GlobalHandwashingDay on October 15th! Join us at [location/time]

What's the best start to every meal? Handwashing with soap and drying with paper towels! This #GlobalHandwashingDay commit to making your hands #ScottClean when you eat

Handwashing with soap and hand drying with paper towels keeps food clean, safe, and delicious! Commit to making your hands #ScottClean this #GlobalHandwashingDay

What's your favourite recipe? Ours is #Scott soap + water + #Scott paper towels! Learn why clean hands = a recipe for health this #GlobalHandwashingDay on October 15th

Up to 70% of cases of diarrhoea may be associated with poor food hygiene #GlobalHandwashingDay

Drying hands with paper towels reduces bacteria on fingers by up to 77% #ScottClean #GlobalHandwashingDay

The rubbing process of paper towels physically removes bacteria along with moisture #ScottClean #GlobalHandwashingDay

Paper towels are the recommended hand drying method of the World Health Organization (WHO) #ScottClean #GlobalHandwashingDay

Good #handhygiene = a healthy workplace. Make it a habit this #GlobalHandwashingDay!

This #GlobalHandwashingDay we're reminding everyone that clean hands = recipe for health when you snack at work!

Each time you post on social media, ensure you include a link to a relevant web page – either a page on your own company website, or the [Global Handwashing Day website](#).

Be sure to use the #ScottClean and #GlobalHandwashingDay hash-tags in your social media posts on all platforms. Using these helps others find out about your events and campaigns, and also helps the campaign organisers (the [Global Handwashing Partnership](#)) find your content so it can be shared with the Global Handwashing Day community.

EMAIL

To help you communicate internally about Global Handwashing Day, we can supply you with this simple graphic header to insert at the top of your email message.



To receive the email header please [email the team](#).

The [Global Handwashing Day website](#) also has a wealth of resources and advice to help you maximise awareness amongst your guests and employees.