

# Guidelines on popularizing the European information campaign

## This is hepatitis...

Dear friends,

There are several ways to get involved in the ELPA campaign for the World Hepatitis Day and to spread the message about hepatitis in your country. ELPA prepared several instruments to be used:

1. A special WHD section under the official ELPA site – [www.elpa-info.org](http://www.elpa-info.org)
2. A Facebook page - <http://www.facebook.com/ThisIsHepatitis>
3. A special Facebook Application that can help you to spread the message about WHD (<http://apps.facebook.com/thisishepatitis/en/home/index/>)

### How to popularize the Facebook page (<http://www.facebook.com/ThisIsHepatitis>)?

1. Visit the page at <http://www.facebook.com/ThisIsHepatitis> and *LIKE* it to gain access to the wall. On the wall you can post topics like information on new campaigns or initiatives for your region, or you can comment on other posts.
2. Invite all your friends to visit and *like* the page.
3. Publish all news, photos and videos from the activities in your country. You can also send current information on hepatitis awareness/prevention for your region to [office@hepasist.com](mailto:office@hepasist.com) so that we can include them in the news' sections of the web site and the Facebook page.
4. Include information about the ELPA Facebook page and activities in your local media releases.
5. Find popular to your country or region Facebook groups/pages covering risk groups (tattoos, piercing fan sites, gay communities etc.) Send a message to the administrators of these pages/groups asking them to publish the link to the campaign on the group/page 'wall' and if allowed to, send them this link: <http://www.facebook.com/ThisIsHepatitis>

### How to use the Facebook Application "This is you..."?

The Facebook Application is specially designed to help you and your friends to spread the message about WHD in the social media.

1. Find the Application "This is you..." at the left menu of the Facebook page or use the direct link to open it - <http://apps.facebook.com/thisishepatitis/en/home/index/>
2. Authorize and accept the application.

3. Now you can choose a message for some of your friends that suits best their lifestyle. You can choose from 10 different messages designed for the different target groups.
4. Choose your friends and send them the message (you can also check – select all friends). The message will be automatically posted to your friends` walls. You can repeat this every day and use a different message and picture. This will increase the chance that your friends will join the campaign.
5. For your closest friends you can send personal messages and ask them to help in spreading the WHD messages:

Exemplary personal message:

*Hello, dear friend! This month we celebrate the World Hepatitis Day. Show us your support by joining our Facebook page at <http://www.facebook.com/ThisIsHepatitis>. To spread the word among your friends simply send them this link or use our interactive application at <http://apps.facebook.com/thisishepatitis/en/home/index/>. The application lets you chose a personalized message for your friends, it also gives you the opportunity to take part in an international poll on hepatitis awareness which will help authorities to better assess and tackle the effect of hepatitis on societies.*

*Thank you!*

Please, don` t forget to send us news, photos and videos from your local activities ([office@hepasist.com](mailto:office@hepasist.com) ). This will familiarize more people with work you do in your country.

And remember – the more active you are on Facebook, the more successful the ELPA campaign will be.

Good luck to all of you!

We thank you in advance!