



**SOCIAL MEDIA & VIRTUAL PARTICIPATION AT THE 2013
INTERNATIONAL CONFERENCE ON FAMILY PLANNING**

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SOCIAL MEDIA & VIRTUAL PARTICIPATION AT ICFP2013

During the International Conference on Family Planning 2013, social media will be an invaluable tool to help generate interest in the conference and share key messages about family planning. This guide is intended to support social media engagement around ICFP 2013, and includes information about relevant accounts, hashtags, digital initiatives and sample messaging.

CONTACT INFORMATION

Please email any questions about social media and virtual participation at ICFP 2013 to:

Leah Sandals – lsandals@globalhealthstrategies.com

Guy Bloembergen – gbloembergen@globalhealthstrategies.com

For questions about #ICFPLive, please include:

Matt Matassa – mmatassa@fhi360.org

Leanne Gray – lgray@fhi360.org

ABOUT THE INTERNATIONAL CONFERENCE ON FAMILY PLANNING

The third International Conference on Family Planning (ICFP 2013) will be the largest meeting on family planning to date. Organized around the theme “**Full Access, Full Choice**,” ICFP 2013 will call attention to the wide-ranging benefits of helping couples plan their families and take stock of progress to ensure that everyone has access to voluntary family planning services and methods that meet their needs.

ICFP will bring together attendees from across the world, including heads of state, policymakers, media, health workers, academics, advocates, representatives from international donor organizations and foundations, including many young people and emerging leaders in the field of family planning and reproductive health. In addition to those attending in person, ICFP 2013 offers an opportunity to connect with a global community of individuals and organizations working to expand family planning access and spark an international dialogue, on and offline, about this pressing issue.

To access the full ICFP 2013 program online, visit www.fpconference2013.org/program/

ONLINE MEDIA RESOURCES

[Click here](#) to access ICFP 2013’s Online Media Resource page, which includes:

- Press Releases
- ICFP Press Kit
- Backgrounders, Fact Sheets, and Partner Program Information
- Logos and Graphics

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bit.ly/ICFPFacebook



[@FPAddis2013](https://twitter.com/FPAddis2013)



icfp2013.tumblr.com



live.fhi360.org

#ICFPLIVE BLOG & SOCIAL MEDIA CURATION AT ICFP 2013

Throughout the conference, FHI360 will gather blog, video, and social media coverage of key conversations emerging from ICFP 2013 in a curated live blog at live.fhi360.org and in Daily Delivery email newsletters, which will be sent to all conference attendees.

The hashtag for this initiative is **#ICFPLive**; conference participants are encouraged to use #ICFPLive to contribute live coverage in the form of quotations, photos, commentary, and video.

For questions about #ICFPLive content and how to contribute please contact Matt Matassa at mmatassa@fhi360.org.

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THE HASHTAGS

Primary Hashtags:

- **#ICFP2013**: Primary conference hashtag
- **#ICFPLive**: Use this to contribute to live coverage of ICFP 2013

Secondary Hashtags:

- **#ICFPYouth**
- **#FullAccess**
- **#FullChoice**
- **#FamilyPlanning**
- **#ICFPVoices**: To contribute to the [ICFP Time Capsule](#) via social media
- **#FP2020Progress**

SAMPLE MESSAGING FOR TWITTER

These messages can be used to highlight the conference on Twitter – please adapt as needed, and follow [@FPAddis2013](#) for more.

Share the full agenda or daily live coverage:

- 2013 International Conference on #FamilyPlanning is underway. Learn more here: [bit.ly/ICFP2013](#) #ICFP2013
- Ready for a week of great conversation about #FamilyPlanning at #ICFP2013. See the full program here: [bit.ly/ICFPprogram](#)
- Thrilled to be in Ethiopia for #ICFP2013! Check out the plenary schedule here: [bit.ly/ICFPplenaries](#)
- Follow live coverage of #ICFP2013 at [live.fhi360.org](#)

Promote a conference event, session, speaker or both:

- Don't miss [INSERT SPEAKER'S NAME/HANDLE] #ICFP2013 session on [INSERT TOPIC/SESSION TITLE] - [INSERT DATE/TIME/ROOM INFO]
- Hope to see you at [INSERT ORGANIZATION] panel on [TOPIC] today at #ICFP2013

Highlight key issues and conference themes:

- RT if you believe everyone has the right to #FullAccess & #FullChoice when it comes to #FamilyPlanning. #ICFP2013
- RT if you agree #FamilyPlanning is key to healthy families, thriving communities & strong economies. #ICFP2013
- We know #FamilyPlanning saves lives & strengthens communities. It's time to turn pledges into action and achieve #FullAccess. #ICFP2013
- We know #FamilyPlanning works best when couples have options. It's time to turn pledges into action and achieve #FullChoice. #ICFP2013
- In 2013, 220 million women lack #FamilyPlanning services & ability to plan their lives. It's time for #FullAccess. #ICFP2013

Share ICFP 2013 Infographics:

- It's time to address unmet need for #FamilyPlanning. We're at @FPAddis2013 calling for #FullAccess & #FullChoice: [pic.twitter.com/q8JotXlpBR](#)
- From @FPAddis2013, a look at how #FamilyPlanning helps drive global development: [pic.twitter.com/G6TKWATn6x](#) #MDGs #ICFP2013
- See how #FP2020 is driving the push for #FullAccess and #FullChoice: [pic.twitter.com/ypdvJMWG4B](#)

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SAMPLE FACEBOOK MESSAGING

Status:

We know family planning saves lives and strengthens communities. We also know it works best when people can choose the option that's best for them. The @International Conference on Family Planning [tag conference Facebook page] is calling for full access and full choice. Follow the link to learn more.

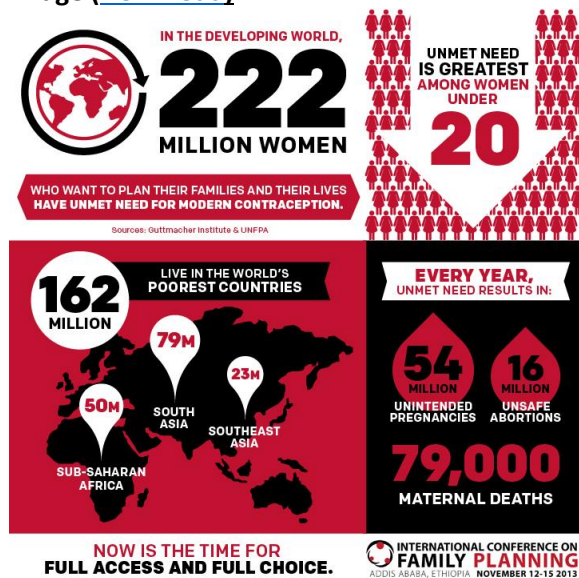
Link:

<http://bit.ly/ICFP2013>

Status:

Unmet need for family planning results in 79,000 preventable maternal deaths every year. Most of the 220 million women without access to contraception live in the world's poorest countries. The @International Conference on Family Planning [tag conference Facebook page] will focus on why full access is key to improving health and reducing poverty.

Image ([Download](#)):



Status:

In 2013, more than 220 million women still lack access to contraception and the ability to plan their lives. We're at the @International Conference on Family Planning [tag conference Facebook page] to call for full access and full choice for everyone. Follow live coverage of the conference here:

Link:

live.fhi360.org

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TUMBLR

The ICFP2013 Tumblr can be found at icfp2013.tumblr.com. If you would like to contribute content, please email:

Leah Sandals (lsandals@globalhealthstrategies.com)

Guy Bloembergen (gbloembergen@globalhealthstrategies.com)

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BLOGGING

We encourage you to blog about the issues covered at ICFP 2013. Please find boilerplate language below, and logos and graphics at the end of this document.

Boilerplate Language

The Third International Conference on Family Planning (ICFP 2013) in Addis Ababa, Ethiopia, 12-15 November 2013, calls for "Full Access, Full Choice." Jointly organized by the Ministry of Health of Ethiopia and the Gates Institute for Population and Reproductive Health, ICFP 2013 will call attention to the wide-ranging benefits of helping couples plan their families and take stock of progress to ensure that everyone has access to voluntary family planning services and methods that meet their needs.

Daily Themes

- Making a Difference through Sustained Political Commitment - 12 November
- Achieving Equity through Women in Leadership - 13 November
- The Young and the Restless: Effective Teenage Pregnancy Prevention Programs - 14 November
- Moving Forward: Highlighting Progress and New Commitments - 15 November

SPECIAL INITIATIVES AT ICFP

Family Planning +Social Good – 12 November

How are technology and innovation enabling the global development community to advance family planning goals and commitments? Join a lunchtime discussion at the Hilton Hotel on 12 November from 12:30 – 3:00pm. RSVP to AMartin@fhi360.org.

High-Level Ministerial Meeting – 12 November

Several conference partners will be using social media to share the conversation at the High-Level Ministerial Meeting on "The Youth Dividend—Return on Investment in Family Planning." Follow along and join in with #ICFPYouth and #ICFP2013.

ICFP Time Capsule – Voices of 2013

A time capsule will be assembled at ICFP 2013 to capture family planning experiences, opinions, and hopes from 2013. In 2020, it will be re-opened so that future participants can reflect on progress made. Conference-goers will fill the capsule with their reactions to four individual stories about family planning today. In addition to accepting contributions in person, we'll be collecting responses on social media. During the conference, we'll post one of these four stories each day on the ICFP Tumblr and Facebook pages, and use Twitter and Facebook to solicit responses. Please keep an eye out for these posts, and share them and respond throughout the week. Sample messaging to build awareness of the time capsule follows below:

- *What's the state of #FamilyPlanning in 2013? A time capsule at #ICFP2013 will capture the answer. pic.twitter.com/pY4JMAOq4Y*

- During #ICFP2013 we'll capture reflections on #FamilyPlanning in 2013 in a time capsule to open in 2020. Share yours with #ICFPVoices.
- A time capsule at #ICFP2013 will collect #FamilyPlanning experiences, opinions & hopes—contribute in person and online with #ICFPVoices.
- What does #FamilyPlanning look like today & what do we hope it'll look like in 2020? A time capsule at #ICFP2013 will capture the answer.

FP2020 TweetChat – 13 November, 10:30AM EST

FP2020 is hosting a Tweetchat to coincide with the launch of its first progress report. Please tweet using #FP2020Progress and email Kelly Dudine at kdudine@familyplanning2020.org for more information on participating with @FP2020Global. Sample Twitter posts follow. FP2020 infographics and images can be downloaded here: [FP2020 1](#) / [FP2020 2](#) / [FP2020 3](#) / [FP2020 4](#) / [FP2020 5](#) / [FP2020 6](#) / [FP2020 7](#)

- FP2020 launches first ever progress report on achievements since London Summit! Get it here #FP2020Progress: ow.ly/qmMU6
- Countries are driving #FP2020Progress & delivering on their commitments to increase access to #familyplanning ow.ly/qmMU6
- #FP2020Progress: 1/3 of commitment-making countries have increased their budget allocations for #familyplanning ow.ly/qmMU6
- #FP2020Progress & innovation: Collaborative efforts are scaling up access to discreet, injectable #contraceptives ow.ly/qmMU6
- Country highlight: In 2014, #familyplanning services will be available free of charge in #Indonesia ow.ly/qmMU6 #FP2020Progress
- Women have the right to live & see their children grow & thrive - Bridget Anyafulu. Read her story: ow.ly/qmMU6 #FP2020Progress

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WHO TO FOLLOW

You can find a conference partner Facebook list [here](#), and the Twitter list [here](#). Alternatively, you can locate our partners' social media accounts below.

| | | |
|---|-------------------------|--------------------------|
| Abt Associates | Twitter | Facebook |
| Advance Family Planning | Twitter | Facebook |
| African Institute for Development Policy (AFIDEP) | Twitter | Facebook |
| African Population and Health Research Center (APHRC) | Twitter | Facebook |
| African Women Leaders Network (AWLN) | Twitter | Facebook |
| AIDS Resource Center, Ethiopia | Twitter | Facebook |
| Aspen Institute | Twitter | Facebook |
| Bill & Melinda Gates Foundation | Twitter | Facebook |
| Clinton Health Access Initiative (CHAI) | Twitter | Facebook |
| Concern Worldwide | Twitter | Facebook |
| Department for International Development (DFID) | Twitter | Facebook |

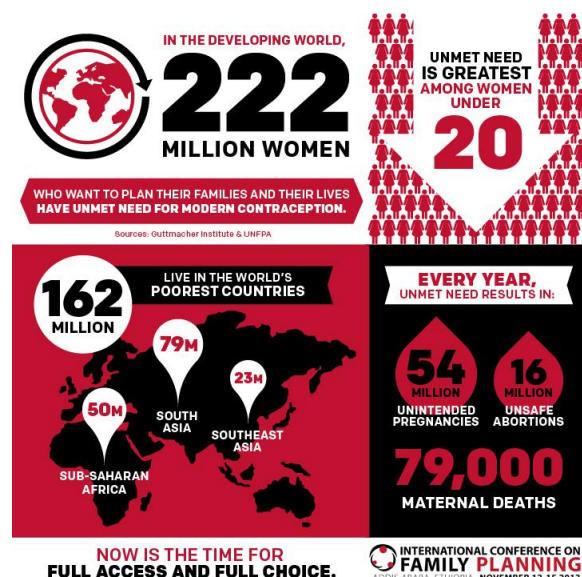
| | | |
|--|-------------------------|--------------------------|
| DKT International | Twitter | Facebook |
| DSW (Deutsche Stiftung Weltbevölkerung) | Twitter | Facebook |
| EngenderHealth | Twitter | Facebook |
| FHI360 | Twitter | Facebook |
| FP2020 | Twitter | |
| Frontline Health Workers Coalition | Twitter | Facebook |
| Futures Group | Twitter | Facebook |
| Futures Institute | Twitter | |
| Global Health Strategies | Twitter | Facebook |
| Guttmacher Institute | Twitter | Facebook |
| Health Policy Project | Twitter | Facebook |
| Ibis Reproductive Health | Twitter | Facebook |
| ICF International | Twitter | Facebook |
| International Center for Research on Women (ICRW) | Twitter | Facebook |
| Institute for Reproductive Health, Georgetown University | Twitter | Facebook |
| International Planned Parenthood Federation (IPPF) | Twitter | Facebook |
| International Planned Parenthood Federation Africa (IPPF Africa) | Twitter | Facebook |
| IntraHealth International | Twitter | Facebook |
| Ipas | Twitter | Facebook |
| IPM | Twitter | Facebook |
| Jhpiego | Twitter | Facebook |
| John Snow International (JSI) | Twitter | Facebook |
| Johns Hopkins Center for Communications Programs | Twitter | Facebook |
| Johns Hopkins School of Public Health | Twitter | Facebook |
| Marie Stopes International | Twitter | Facebook |
| Maternal and Child Health Integrated Program (MCHIP) | Twitter | Facebook |
| Measure DHS | Twitter | Facebook |
| Ministry of Finance & Economic Development, Ethiopia | Twitter | Facebook |
| Ministry of Health, Ethiopia | | Facebook |
| The Measurement, Learning & Evaluation (MLE) Project | Twitter | Facebook |
| Management Sciences for Health (MSH) | Twitter | Facebook |
| PATH | Twitter | Facebook |
| Pathfinder International | Twitter | Facebook |
| Planned Parenthood | Twitter | Facebook |
| Population Action International | Twitter | Facebook |
| Population Council | Twitter | Facebook |
| Population Reference Bureau (PRB) | Twitter | Facebook |
| Population Services International (PSI) | Twitter | Facebook |
| Partners in Population and Development Africa (PPD Africa) | Twitter | Facebook |
| UN Foundation | Twitter | Facebook |
| UNFPA | Twitter | Facebook |
| USAID | Twitter | Facebook |
| USAID Ethiopia | Twitter | Facebook |
| Women Deliver | Twitter | Facebook |
| World Bank | Twitter | Facebook |
| World Health Organization (WHO) | Twitter | Facebook |

In addition to following ICFP partners, the following conference plenary speakers are on Twitter:

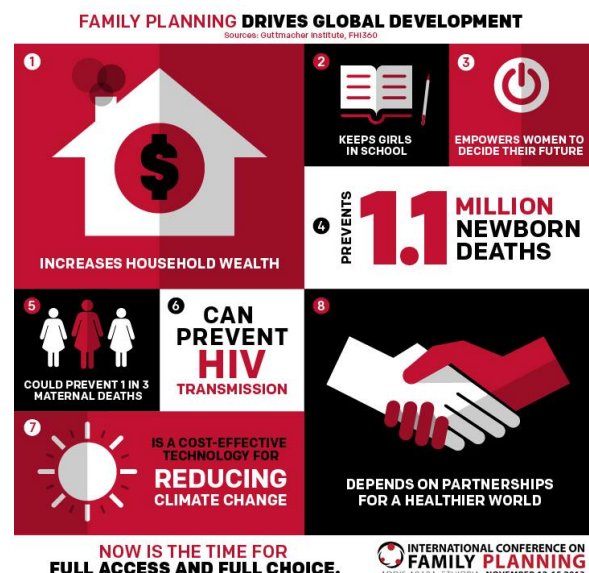
- [@agnesbinagwaho](#) (Agnes Binagwaho, Rwandan Minister of Finance)
- [@babatundeUNFPA](#) (Babatunde Osotimehin, Executive Director of UNFPA)
- [@burcubbozkurt](#) (Burcu Bozkurt, Emerging Youth Leader from USA)
- [@drtedros](#) (Tedros Adhanom Ghebreyesus, Minister of Foreign Affairs)
- [@elizabethlule](#) (Elizabeth Lule, Director of Family Planning at the Bill & Melinda Gates Foundation)
- [@fmohnigeria](#) (Onyebuchi Chukwu, Nigerian Minister of Health)
- [@keseteA](#) (Kesete-birhan Admasu, Ethiopian Minister of Health)
- [@lfeatherstone](#) (Lynne Featherstone, Minister at DFID)
- [@mamadaktari](#) (Marleen Temmerman, Director of the Department of Reproductive Health and Research and of HRP at the World Health Organization)
- [@mbaks1](#) (Barwani Msiska, Emerging Youth Leader from Malawi)
- [@melindagates](#) (Melinda Gates, Co-Chair at the Bill & Melinda Gates Foundation)
- [@mofpedu](#) (Maria Kiwanuka, Ugandan Minister of Finance)
- [@monica_kerrigan](#) (Monica Kerrigan, Deputy Director of Family Planning at the Bill & Melinda Gates Foundation)
- [@pamwbarnes](#) (Pamela Barnes, CEO of EngenderHealth)
- [@pradit_s](#) (Pradit Sintavanarong, Thai Minister of Health)
- [@rwangombwajRW](#) (John Rwangombwa, Rwandan Minister of Finance)
- [@theosowa](#) (Theo Sowa, CEO of African Women Development Bank)

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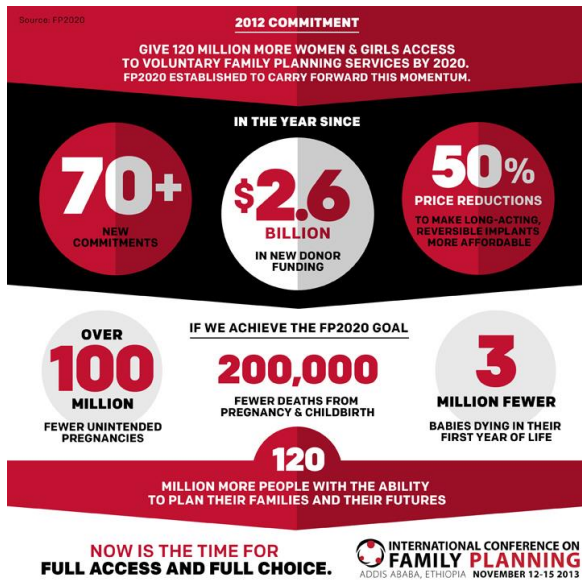
LOGOS & GRAPHICS



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