

2020 CLEARING THE PATH HEP C AWARENESS CAMPAIGN

DIGITAL & SOCIAL MEDIA KIT

CLEARING THE PATH DIGITAL & SOCIAL MEDIA KIT 2020

You can use this document to check the images, links and messaging against the files contained in the kit.

The kit presumes familiarity and experience using social media or other digital communication platforms. If you are unsure how to proceed with or how to utilise these resources please talk to your communications or media officer.

The imagery and messaging in this kit promotes the 2020 Clearing the Path Campaign.

The word documents contain the text for posts that you can simply cut and paste.

IN ADDITION TO THIS DOCUMENT YOUR KIT CONTAINS THE FOLLOWING FOLDERS AND FILES:

FACEBOOK / TWITTER IMAGES

- no-fake-news.png
- treated-as-many-times.png
- super-simple.png
- treatment-has-changed.png

FACEBOOK / TWITTER TEXT

- facebook-twitter.docx

EMAIL FOOTER IMAGE

- treatment-has-changed-footer.png

ARTICLE TEXT

- hep-c-treatment-has-changed.docx

**Any problems or questions - please contact
Vanessa Pollett at Hepatitis NSW:
vpollett@hep.org.au**

FACEBOOK | TWITTER

refer to facebook-twitter.docx to copy paste text for posts/tweets

no-fake-news.png



TEXT:

#HepC treatment is now simple & safe & it works! Nearly everyone gets cured. The old treatments didn't work for many people. Now, over 95% of people get cured. Don't let old stories & phobias stop you. It is not hard to get #hepC cured. Find out how <http://hepC.org.au>

super-simple.png



TEXT:

#HepC treatment: pills only, no jabs. 8 or 12 weeks. Done! Treatment is super simple. It used to be a full-on year of injections and pills... but now most people take 1 to 3 pills a day. It's a big change for the better! Find out how <http://hepC.org.au>

treated-as-many-times.png



TEXT:

You can get treated for #hepC as many times as you need. It's a big change for the better! #HepC is spread through sharing injecting, tattooing or piercing equipment. If you've been at risk, get tested and if needed, get treated again. Find out how <http://hepC.org.au>

treatment-has-changed.png



TEXT:

#HepC testing and treatment is now super simple, super safe, super manageable and super-effective. Things got better in 2016 and are always improving. It's a big change for the better. You can be treated at local health services. Find out how <http://hepC.org.au>

EMAIL FOOTER

To include hep C treatment messaging at the bottom of your emails use this footer.



LINK <http://hepc.org.au>

Adding the link to your footer will direct traffic to the Clearing the Path website.

ARTICLE TEXT & IMAGE



hep-c-treatment-has-changed-article.docx

“HEP C TREATMENT HAS CHANGED”

For emails/newsletters.

Contains an overview of hepatitis C and treatment/cure within the Clearing the Path campaign

Edit as required to include local contacts, events and other useful information.

Image can be used with article.

treatment-has-changed-article.tif

