World TB Day 2018 social media guide

Banners and tiles

TB Alert has produced a range of colourful social media banners and tiles for World TB Day 2018. The images use people’s real-life testimony to raise awareness of TB symptoms and the importance of early diagnosis; to address TB stigma; and to encourage eligible communities to take up latent TB testing and treatment.

The banners can be used as your profile header images on Facebook and Twitter, whilst the tiles can be incorporated into posts featuring your own World TB Day messages. The images can be downloaded from: [www.thetruthabout**tb**.org/professionals](http://www.thetruthabouttb.org/professionals). We have also developed some sample posts to get you started.

Sample posts

Too often, people with TB delay going to a doctor because they do not recognise their symptoms as TB. Yet early diagnosis and treatment is crucial to limit the harm TB can do and the risk of it passing to others. #CouldItBeTB?

The earlier TB is diagnosed and treated the sooner you will feel better and the less harm it can do to your health. TB treatment also stops you from passing TB on to others. #CouldItBeTB?

There are a lot of damaging myths about TB. They can make people feel even worse through the difficult treatment or prevent them from seeking help in the first place. It needn’t be this way. TB is an illness that can affect anyone and it can be cured with antibiotics. #*TheTruthAboutTB*

Many people think TB was eradicated in the UK, but it never went away. This may be why so many people delay seeking help when they have TB symptoms – they just don’t realise that it could be TB. #*TheTruthAboutTB*

Tuberculosis is spread through the air when someone with infectious TB coughs or sneezes. TB treatment can help stop it being passed on. #*TheTruthAboutTB*

If you have moved to England from a country with lots of TB you may benefit from a simple test for latent TB, the sleeping form of TB that is not picked up by chest x-rays. Latent TB can be treated before it can make you ill. #LatentTBGetTested