

The full **IND 2021 marketing package** is composed of:

- Facebook:
 - 1 cover
 - 1 frame (see below how to use FB profile photo)
 - 7 tiles
- Twitter
 - 1 cover
 - 7 tiles
- LinkedIn
 - 1 cover
 - 7 tiles
- Instagram
 - 7 tiles

There are seven days until International Nurses Day so you can use one of our seven different tiles each day!

It's easy to use the **Facebook frame!** Just follow these steps:

1. Go to www.facebook.com/profilepicframes.
2. Click your profile picture in the bottom left and select your Page.
3. Search for a frame by entering → **ICN_IND2021**
4. Choose the frame you want to use from the results.
5. Click Use as Profile Picture.

When posting, don't forget to use the **hashtag #IND2021** and **#VoiceToLead**

Below are some **examples of posts** you can use:

Today is International Nurses Day #IND2021! Join us and celebrate the wonderful work that #nurses do in all settings, taking crucial decisions that affect the future of #healthcare and the #health of the world. #VoiceToLead

Happy International Nurses Day #IND2021! Together with @ICNurses we advocate for investment in #nurses, the need to improve their conditions and care for their #health so that they can create sustainable #healthservices for the future. #VoiceToLead

On International Nurses Day #IND2021 today, it the perfect occasion to honour #nurses for the valuable, tireless, person-centred work that they do, and to call out to governments to give nurses the #VoiceToLead to make quality #healthcare a right for all.

For any questions, please contact bobot@icn.ch