

International Nurses Day 2022

Guidelines for Promotional Tools

The International Council of Nurses (ICN) is pleased to offer you a set of digital tools to promote International Nurses Day 2022.

The full **IND 2022 promotional tools** are composed of:

- Facebook:
 - 1 cover
 - 1 frame (see below how to use FB profile photo)
 - 8 tiles
- Twitter
 - 1 cover
 - 8 tiles
- LinkedIn
 - 1 cover
 - 8 tiles
- Virtual background

Help us promote IND 2022 and spread the word on your social networks using #IND2022 #VoiceToLead!

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

1. Go to www.facebook.com/profilepicframes.
2. Or click on your profile picture in the bottom left and select your Page.
3. Search for a frame by entering → **ICN_IND2022**
4. Choose the frame you want to use.
5. Click 'Use as Profile Picture'.

When posting, don't forget to use the **hashtag #IND2022** and **#VoiceToLead**

You can also tag us **@ICNurses**

For any questions, please contact ICN Publications and Marketing Officer, Violaine Bobot at bbobot@icn.ch