

#NOTJUSTMYSKIN

CAMPAIGN TOOLKIT

SOCIAL MEDIA TOOLKIT



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Campaign Strategy

The World Skin Health Coalition's (WSHC) inaugural global awareness campaign will compel audiences to go to [NotJustMySkin.org](https://www.notjustmyskin.org) to sign their names to an open letter, helping federal policymakers around the world to understand and act on the problems faced by people with skin diseases and conditions.

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Campaign Objectives

Raise awareness

Raise awareness of our campaign message among people who are currently living with or are a caregiver & family member of someone with a skin disease.

Open letter signatures

Maximize the number of names signed onto the open letter targeting federal health policy decision makers.

Creative Concept & Messaging

On the following pages you will find a short recap of the creative concept and key messages for the campaign.

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“Not Just My Skin”

“*Not Just My Skin*” is the name, hashtag (*#NotJustMySkin*) and creative concept that ties our campaign together.

We encourage you to use the *#NotJustMySkin* hashtag whenever you are posting about the campaign on social media.

Creative Concept & Messaging

Concept Summary:

For many people around the world, having a skin condition or disease means seeing doctor after doctor in hopes of finally getting a diagnosis and right treatment, but becoming increasingly frustrated when there are no answers or effective treatments available, or worse, not affordable to them.

This is because skin conditions and diseases are being minimized at all levels: policy, care provider, and community. It's a minimization of both the symptoms and the treatments for skin diseases and conditions and it's causing not just continued physical discomfort and harm, but psychosocial harms that end up impacting lives in more profound ways.

In this concept, we talk about not just the skin condition, but how it affects the person when it's minimized. Our audience will feel seen and heard and be compelled to sign the Open Letter.

Later in this toolkit, you will see how this creative concept is brought to life in the many creative assets that are to be deployed in our marketing efforts.

Key Messages

At the highest level, our campaign aims to communicate this message:

The minimization at all levels (policy, care provider, community) of both symptoms and treatments for skin diseases/conditions is causing harm (and this is a problem that starts at the top).

We identified three key message frames that show how minimization harms people who live with skin conditions and diseases. These three key messages are used in the creative assets and copy you will see later in this toolkit:

- **Message Frame 1:** Without a timely diagnosis, people can't receive the right treatment
- **Message Frame 2:** People can't access the care or afford the treatments they need
- **Message Frame 3:** People who feel neglected experience poor mental health outcomes

Social Media Promotion

Coalition Partners are responsible for posting social media content to your organization's social media accounts. This section outlines the recommended dates for social media posts, recommendations/tips for posting, and links to all of the images, videos and copy.

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Social Media Calendar

Our campaign will be in market **March 11 to April 5th**. In the calendar below, we have outlined when social media deployments are scheduled.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
MARCH 10	11 Organic social: Campaign Execution 1	12	13 Organic social: Data 1	14 Organic social: Story 1	15	16
17	18	19 Organic social: Campaign Execution 2	20	21 Organic social: Data 2	22 Organic social: Story 2	23
24	25	26	27	28	29	30
31	APRIL 01 Organic social: Campaign Execution 3	02	03 Organic social: Data 3	04 Organic social: Story 3	05	06

Deployment Recommendations

When to post: Every organization has different policies when social media posts are shared, and we don't want to change that. When posting the scheduled posts according to the calendar, share them at a time of day that works best for your organization and audience.

Scheduling posts: If your organization has a program for scheduling social media posts (e.g. Hootsuite, Sprout Social, etc.), please feel free to schedule all of the posts in advance. This could make things more efficient for your team.

Where to post: We recommend sharing on every social media channel where your organization is active. This includes Facebook, Instagram, X (formerly Twitter), LinkedIn, etc. The assets provided can be shared across all of those platforms.

Always include a link to the campaign page: When posting, always include a link to the campaign landing page (NotJustMySkin.org) so that viewers know where they can go to take action and add their name to the open letter. In the content document we have included placeholders for where to add the URL.

- **Note for Instagram:** Instagram does not allow for clickable links in Instagram feed posts. Instead, include a link to the campaign page in your Instagram profile bio and direct people to find the "link in bio".

Use the hashtag (#NotJustMySkin): Whenever you are posting about the campaign, include the hashtag **#NotJustMySkin**.

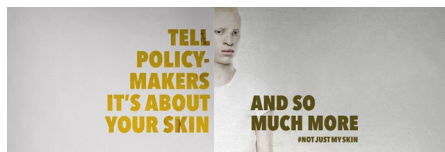
Social media image customization: You may choose to add your organization or company logo to the social cards. You can simply upload the image to Canva or a similar application and add your logo.

Social Media Promotion

Facebook



X/Twitter



LinkedIn



Social Media Page Banners

Throughout the campaign period, you are welcome to change your organization's social media page banners to a campaign-specific one that we've created for you. We have created banners specifically for Facebook pages, X (formerly Twitter) pages, and LinkedIn pages.

Please change your organization's social media banner at the beginning of the campaign and you can remove it once the campaign has ended.

Social Media Page Banners	Image asset	Posting date
Facebook social banner	Download banner asset	11 March 2024
X (formerly Twitter) social banner	Download banner asset	11 March 2024
LinkedIn social banner	Download banner asset	11 March 2024

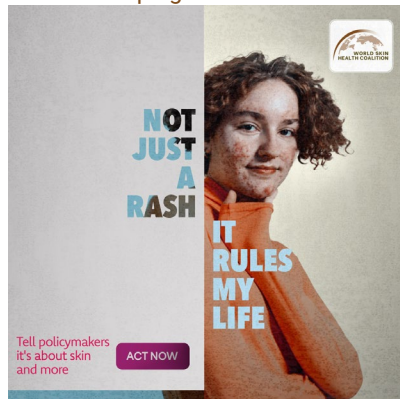
Social Media Assets and Content

Note: Each Data ad and each Story ad has two different assets: an image or a video. We have provided both, but you can choose which you would like to use. They are available in English.

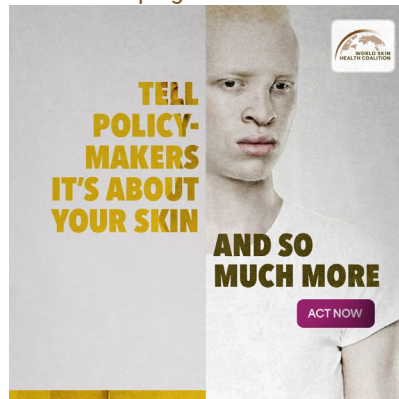
(Optional) Translations: The social media text copy is provided in English, however coalition partners can translate this into a language that suits their network, if desired. Organizations are responsible for all translated text.

Campaign Executions

Campaign Execution 1



Campaign Execution 2



Campaign Execution 3



Social Media Post	Copy document	Image asset	Posting date
Campaign Execution 1	Link to copy document	Download image asset	11 March 2024
Campaign Execution 2	Link to copy document	Download image asset	19 March 2024
Campaign Execution 3	Link to copy document	Download image asset	1 April 2024

Data Ads

Data Ad 1



Data Ad 2



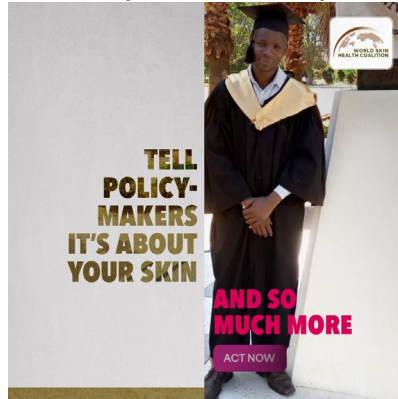
Data Ad 3



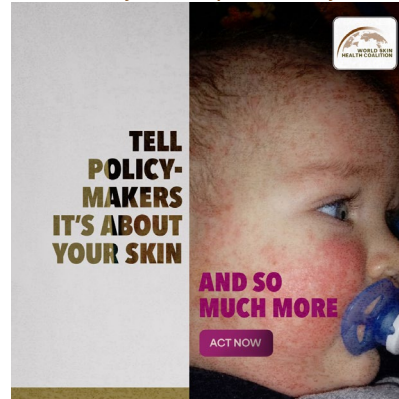
Social Media Post	Copy document	Image asset	Video asset	Posting date
Data Ad 1	Link to copy document	Download image asset	Download video asset	13 March 2024
Data Ad 2	Link to copy document	Download image asset	Download video asset	21 March 2024
Data Ad 3	Link to copy document	Download image asset	Download video asset	3 April 2024

Story Ads

Story Ad 1: Noel's Story



Story Ad 2: Špela's Story



Story Ad 3: Katie's Story



Social Media Post	Copy document	Image asset	Video asset	Posting date
Noel's Story	Link to copy document	Download image asset	Download video asset	14 March 2024
Špela's Story	Link to copy document	Download image asset	Download video asset	22 March 2024
Katie's Story	Link to copy document	Download image asset	Download video asset	4 April 2024

(Optional) Boosting Posts on Meta/Facebook

To help increase the reach of this campaign within your region, we recommend boosting the social media posts with some marketing budget. **This is optional, and only recommended if your organization has the budget and capacity to do so.** “Boosting” posts will get your content in front of more people and also help increase engagement with both the campaign and your own organization’s social media pages.

If you have never boosted a post, we suggest you or your social media team [follow the instructions linked here](#) to learn more. Start small – even a \$5 or \$10 boost can provide you with a significant increase in performance.

Printable Mailer / Postcard

This is a physical printable asset that includes some key messaging and a call to action to take part in the open letter campaign. In this section, you will find suggestions on where to use this printable asset, printing instructions, and a link where you can download the files.

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Suggestions for Use

Handout at events: Do you have any public events or meetings during the campaign period? Or have a booth at a conference? Print out several copies of this asset to hand out to people at the event/meeting.

Handout at other public-facing spaces: Does your organization have a front desk that members of the public can access? Print off some of these assets and include them in a pile on the front desk, encouraging people to take one and participate in the campaign.

Mailer: Do you have any mail going out during the campaign period to your audience/constituents? Print and include this asset in the envelope to compel mail recipients to take action on the campaign.

Share by email: Easily share the PDF postcard with a contact via email to compel them to sign the open letter.

Printing Instructions

Here are some instructions for when you are printing the document.

Add your organization's logo to the asset: You may add your logo to the PDF document using a program of your choice.

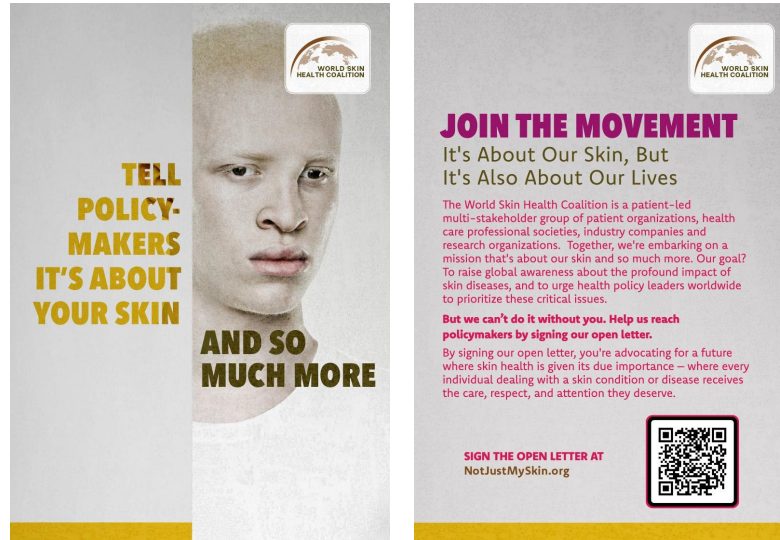
Work with a printer: There are several printing companies you can reach out to. Identify one that suits your budget and needs.

Share standard specs with printer: Communicate the specs below to your selected printer.

- Colour: 4/4
- Stock (paper): Card Stock
- Bleed: Full bleed
- Size: A4
- Other finishes and paper types can be decided with the printer.

Printable Mailer / Postcard

Printable Asset



Print ready file

Printable Leave-Behind / Mailer

[Link to print-ready PDF and email version](#)

Section Three: Campaign Talking Points

In this section you will find a series of important talking points that will help guide you as you communicate about the campaign with various interested parties (e.g. journalists, policymakers, commenters, etc).

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About the Campaign

- Skin is our largest organ, but it does not receive enough attention in global healthcare policy, which leads to serious, negative impacts for those who live with skin conditions and diseases.
- The '*Not Just My Skin*' Campaign is a global awareness campaign bringing awareness to the significant burdens of skin diseases faced by people living with them along with their families and caregivers.
- The goal is to encourage people to sign an open letter to health policy leaders worldwide. In this letter we urge policy makers to prioritize the following critical issues: better access to care and timely diagnosis; affordable treatments; and holistic approaches to care, which recognize that the impacts of skin diseases are much deeper than the physical symptoms alone and can impact patients' mental health.
- An impact report including the number of signatories will be developed following the campaign and this information will be used in the future as an advocacy tool.

Facts About Skin Diseases

- Skin diseases are the world's third most prevalent cause of illness, and in the top 10 causes of disability.¹
- They are also one of the most common reasons that people seek help from a health worker.²
- In addition to their physical symptoms and comorbidities³, these diseases are directly or indirectly associated with excess mortality, and often cause substantial stigma, which can even extend to human rights abuses⁴, along with unsupported psychological and social burdens.^{5,6,7}
- In many settings, patients are often misdiagnosed/undiagnosed, experience a poor quality of life,^{4,5,6} and lack access to appropriate treatments – either because none exist, or they are unaffordable.
- Although there are many different diseases of the skin,⁸ contributing to the complexity of achieving accurate diagnosis and correct treatment (particularly in the absence of special knowledge and skills), with the right training and support, local health teams can quite effectively address a high proportion of this burden of skin care.⁹
- In 2019, 4.86 billion cases of skin diseases were reported globally.¹⁰

Partners are encouraged to share local examples related to access, affordability, time to diagnosis and psychosocial impacts.

Goals of the Campaign

- Policymakers around the world need to address this crucial health issue that touches billions of lives.
- The '*Not Just My Skin*' Campaign is asking people to sign an open letter addressed to policymakers.
- This letter is calling on policymakers to unite together to tackle this issue. The Coalition is seeking:

Public Recognition: We urge a public declaration by policymakers through a 2025 World Health Assembly resolution acknowledging the profound impact and burden of skin conditions on individuals' lives, thereby placing it as a priority on the global and national health agendas.

Strategic Action Plan: We seek a comprehensive, transparent strategy to address the burden of skin diseases within healthcare systems. Informed by the dermatology community (including doctors, patients, patient advocates, and researchers), this plan would detail tangible steps toward increasing funding for research on prevention, which is also critical to reducing costs, time to diagnosis and more effective treatment of skin diseases, and strengthening the health workforce worldwide by providing more training to front line healthcare workers ensuring universal health coverage.

Collaboration with Experts: We recommend meeting with and involving specialized groups, like the World Skin Health Coalition, and/or national societies, that represent skin patients and dermatologists in your region, in discussions to ensure that policies and healthcare solutions are informed by a wealth of expertise and the lived experiences of patients.

About the World Skin Health Coalition

The World Skin Health Coalition is a patient-led multi-stakeholder collaboration among independent organizations, medical societies, research groups, institutions and companies, dedicated to dermatology patient care. It was established in January 2022 by 20 founding partners and was publicly announced during the World Health Assembly in Geneva in May of that year.

Its mission is to harness its collective power to raise awareness about the global impact of dermatological diseases/conditions and increase their health policy prioritization.

Together, Coalition partners are working to change perceptions about the often-severe impacts of skin diseases and conditions and elevate their prioritization in health policy both at global and national levels. Learn more about the Coalition at skinhealthcoalition.org.

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