



President's Malaria Initiative

World Malaria Day 2016 PMI Photo Contest “End Malaria for Good” Social Media Toolkit

March 1 – April 5, 2016

Background

In advance of World Malaria Day, the President’s Malaria Initiative is hosting a [photo contest](#), soliciting submissions for photos that illustrate progress in the fight against malaria. In particular, we are looking for photos that demonstrate “End Malaria for Good,” the global theme for World Malaria Day 2016.

We need your help to ensure as many people as possible are aware of the contest and submit photos! Below, please find some suggested tweets and a Facebook post, as well as 2 photo factoids.

Relevant Handles & Hashtags

- [@PMIgov](#)
- [@USAIDGH](#)
- [#DefeatMalaria](#)
- [#WorldMalariaDay](#)

Resources

- [PMI World Malaria Day webpage](#)
- [Photo contest guidelines](#)

Tweets

- Submit to the @PMIgov #WorldMalariaDay photo contest today! More info: <http://ow.ly/YrBt8> #DefeatMalaria
- [.@PMIgov](#) is hosting a photo contest! Have photos illustrating #WorldMalariaDay theme “End Malaria for Good”? Submit today! <http://ow.ly/YrBt8> #DefeatMalaria
- Photo contest! Submit photos from around the world for #WorldMalariaDay! <http://ow.ly/YrBt8> #DefeatMalaria
- 1 more week until photo contest submission window closes! Submit yours today: <http://ow.ly/YrBt8> #WorldMalariaDay #DefeatMalaria
- Last day to submit photos for the @PMIgov #WorldMalariaDay photo contest! Submit today: <http://ow.ly/YrBt8> #DefeatMalaria
- Are you a photographer? Don’t miss chance to submit your fav pics to @PMIgov photo contest: <http://ow.ly/YrBt8> #DefeatMalaria #WorldMalariaDay
- Submit your best photos to #WorldMalariaDay photo contest! <http://ow.ly/YrBt8> #DefeatMalaria
- Winning photo will be featured on @PMIgov website & @flickr! Submit photos today: <http://ow.ly/YrBt8> #DefeatMalaria #WorldMalariaDay

President's Malaria Initiative

Facebook post

- We've made significant progress to #DefeatMalaria, but there's still more to do to maintain the gains and end malaria for good. Submit your photos to the President's Malaria Initiative photo contest in commemoration of World Malaria Day 2016! Read more here: <http://ow.ly/YrBt8>

Photo Factoids



PRESIDENT'S MALARIA INITIATIVE
PHOTO CONTEST

Have photos illustrating the World Malaria Day theme "End Malaria For Good"?

Submit today!

More information:
<http://PMI.gov>

#DEFEATMALARIA



PRESIDENT'S MALARIA INITIATIVE
PHOTO CONTEST

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Submit today!

#DEFEATMALARIA

More information:
<http://PMI.gov>