

HOW TO SPREAD THE WORD ONLINE

INSTAGRAM



- **Visual Appeal:** Use striking visuals such as infographics, animated posts, or high-quality images related to superbugs.
- **Captivating Captions:** Write engaging captions with intriguing questions or shocking statistics to grab attention.
- **Hashtags:** Use relevant hashtags like #Superbugs, #AntibioticResistance, #HealthAwareness.
- **Stories:** Utilize Instagram Stories for polls or Q&A sessions to engage your audience in real-time.
- **Collaborations:** Partner with health influencers or organizations to amplify your message.

TIKTOK



- **Short and Engaging Videos:** Create short, compelling videos explaining what superbugs are and their impact.
- **Challenges and Trends:** Leverage popular challenges or trends to integrate information about superbugs creatively.
- **Duets and Reactions:** Use the duet feature to respond to other videos about health, providing educational insights on superbugs.
- **Hashtags:** Use trending and relevant hashtags like #Superbugs, #HealthTok, #ScienceFacts.
- **Educational Content:** Share tips on preventing antibiotic resistance, using fun and easy-to-understand language.

REDDIT



- **Subreddits:** Post in relevant subreddits like r/askscience, r/medicine, or r/health.
- **Discussion Threads:** Start a discussion thread with a compelling question or a news article about superbugs.
- **AMA (Ask Me Anything):** Host an AMA session if you have expertise in the field to answer questions and provide insights.
- **Resources Sharing:** Share links to reputable articles, studies, and resources about superbugs.
- **Engagement:** Respond promptly to comments and engage in discussions to keep the conversation active.

YOUTUBE



- **Informative Videos:** Create in-depth videos explaining superbugs, their causes, and effects.
- **Storytelling:** Use storytelling techniques to make your videos more engaging and relatable.
- **Collaborations:** Collaborate with other YouTubers, especially those focused on science, health, or education.
- **Live Streams:** Host live streams to discuss superbugs and take questions from viewers in real-time.
- **SEO Optimization:** Use relevant keywords in your video title, description, and tags to reach a wider audience.
- **Calls to Action:** Encourage viewers to share their thoughts in the comments and to share your video with others.