



[www.thetruthabouttb.org](http://www.thetruthabouttb.org)  
[www.tbalert.org](http://www.tbalert.org)

YES! WE CAN END TB - WORLD TB DAY 2025

## SOCIAL MEDIA TOOLKIT



**#WORLDTB DAY #ENDTB**



## ABOUT THIS TOOLKIT

This social media toolkit can be used by anyone wishing to raise awareness of tuberculosis (TB) in their community. This is more important than ever, with increasing rates of TB and delayed diagnosis both globally and in the UK.

Nevertheless, the message is one of hope - following the Stop TB Partnerships 2025 World TB Day theme, **Yes! We Can End TB: Commit, Invest, Deliver.**

This toolkit is brought to you by TB Alert, the UK's National Tuberculosis (TB) charity.

*The Truth About TB* is a TB awareness raising campaign from TB Alert.

### Toolkit contents

**Infographics and animations:** highlighting current TB statistics and challenges; and the common symptoms of TB

**Sample posts:** Some suggested text and hashtags to get people talking about TB



@tb-alert.bsky.social



@TBAAlert



@TBAAlert

[www.thetruthabouttb.org](http://www.thetruthabouttb.org)  
[www.tbalert.org](http://www.tbalert.org)

THE  
TRUTH  
ABOUT  
TB

TB  
a!ert

#WORLDTB DAY #ENDTB

## SAMPLE POSTS

When you share the infographics in this toolkit you will be asked to write a comment alongside your post - it would be great if you could write something in your own words to tell the world why you care about this issue, but you may prefer to post or adapt these sample messages.

- A cough that won't go away? TB symptoms are easy to confuse with colds, flu and COVID-19 but they get worse over time. Don't delay – get checked by your doctor. Early diagnosis is crucial. Learn more at [www.thetruthabouttb.org](http://www.thetruthabouttb.org) #ThinkTB #Tuberculosis
- Think TB! A cough that lasts more than 3 weeks isn't just a lingering cold. It could be TB. Other symptoms include fever, night sweats, weight loss, and fatigue. Learn more at [www.thetruthabouttb.org](http://www.thetruthabouttb.org) #ThinkTB #Tuberculosis
- TB can affect anyone, but some are at higher risk. This includes people born outside the UK. Let's work together to #EndTB. Find information in multiple languages at [www.thetruthabouttb.org](http://www.thetruthabouttb.org) #TBawareness #HealthEquity
- Healthcare workers are at increased risk of TB exposure. Protect yourself and your patients! Ensure you're up to date with TB screening and consider the BCG vaccine. #TBprevention #HealthcareWorkers
- TB cases are rising. Are you familiar with the signs and symptoms? A persistent cough, fever, night sweats, and weight loss could be TB. Early diagnosis is key. Learn more at [www.thetruthabouttb.org](http://www.thetruthabouttb.org) #ThinkTB #Tuberculosis
- Calling all doctors - #ThinkTB! Symptoms can mimic other respiratory illnesses. If a patient presents with a cough lasting over 3 weeks, consider TB. Prompt testing and treatment are essential. #TBdiagnosis #PublicHealth #PatientCare

**#WORLDTB DAY #ENDTB**



[www.thetruthabouttb.org](http://www.thetruthabouttb.org)  
[www.tbalert.org](http://www.tbalert.org)

## HASHTAGS

#ThinkTB

#EndTB

#YesWeCanEndTB

#Tuberculosis

#TBAwareness

#TBTreatment

#TBPrevention

#NotEveryCoughIsCOVID

#CouldItBeTB

#WorldTBDAY



# TB IN ENGLAND: WHAT YOU NEED TO KNOW

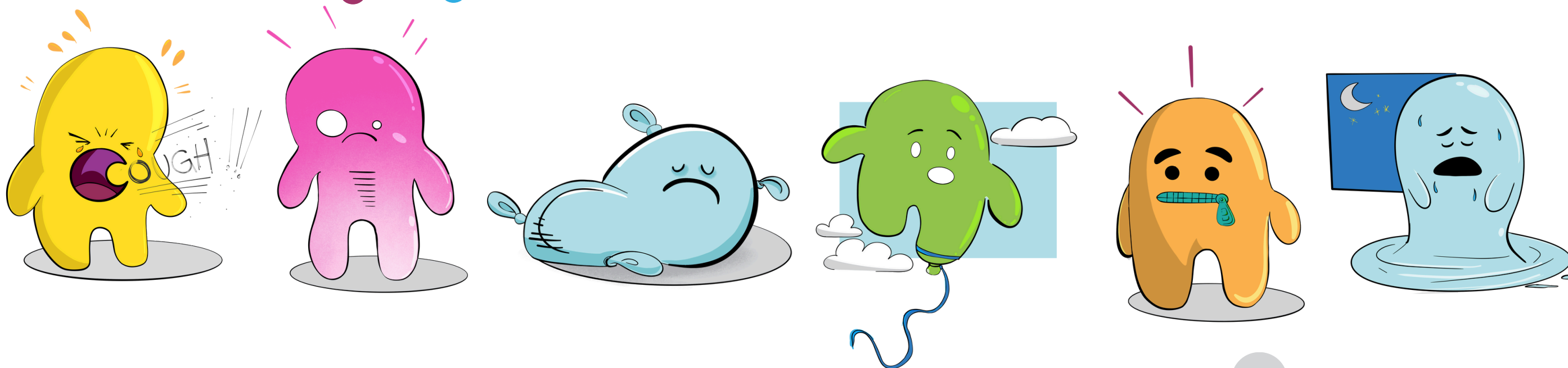
Tuberculosis (TB) is a serious but treatable illness that is on the rise in England

**ANYONE CAN BE AFFECTED**

THE  
TRUTH  
ABOUT  
TB

TB  
a!ert

[www.thetruthabouttb.org](http://www.thetruthabouttb.org)  
[www.tbalert.org](http://www.tbalert.org)



...it's important to know the  
**common symptoms**

A persistent cough (lasting over 3 weeks), fever, tiredness, weight loss, loss of appetite, night sweats. If you experience any of these symptoms, please speak to a doctor.

**#WORLDTB DAY #ENDTB**