

Antibiotic Resistance Social Media Toolkit for Partners

INCREASE AWARENESS AND KNOWLEDGE THROUGH SOCIAL MEDIA

How to use this toolkit

The Minnesota Department of Health (MDH) antibiotic stewardship team and Minnesota One Health Antibiotic Stewardship Collaborative have drafted social media content for organizations, institutions, and individuals to use on Facebook, Instagram, Twitter, and LinkedIn. These sample social media posts are designed to increase awareness and knowledge of antibiotic resistance and antibiotic stewardship. Antibiotic stewardship is a One Health issue, which means it impacts human health, animal health, and environmental health. Sample social media messages are separated by health discipline.

Use the “Sample Post” to highlight an event, raise awareness about a particular issue, and increase knowledge about a topic. Post about the “Event” on the “Event Date.” If no date is listed, the “Event” is a general post to highlight antibiotic stewardship. To find information about the event, images, or details about the topic, use the “Additional Information” column to find the corresponding websites in the Resources section.

Recommendations and Tips:

- MDH posts about these topics regularly, so consider retweeting or sharing our posts by following MDH (@MNHealth) on Facebook, Twitter, Instagram, and LinkedIn.
- Include a photo, image, or video in posts to increase engagement. Post unique images and videos from your organization whenever possible. Some events may provide graphics and videos to use on the organization’s website (see “Additional Information” column and Resources section below).
- Tag partners in posts and tweets when relevant. Share each other’s messages.
- Customize the posts to be applicable to your followers. Use language/terms they will understand.
- Twitter has a 280 character limit. Some of the sample posts below will need to be edited to meet that requirement if you want to post them as tweets.
- Instagram does not allow hyperlinks in captions. Remove links if you choose to post on Instagram.

Please email health.stewardship@state.mn.us to suggest additional events that should be highlighted through social media.



One Health

Event	Event Date (when to post)	Sample Post	Additional Information
MN One Health Antibiotic Stewardship Collaborative	Any time	The Minnesota One Health Antibiotic Stewardship Collaborative, comprised of professionals in human, animal, and environmental health, works hard to combat antibiotic resistance. Members are from state agencies, clinical practice, agriculture, research, and industry who all have the same goal of protecting health and preserving antibiotics. Learn more about the Collaborative and what you can do to #BeAntibioticsAware on their website. https://www.health.state.mn.us/communities/onehealthabx/index.html	Minnesota One Health Antibiotic Stewardship Collaborative ¹²
One Health Day	November 3	One Health means that the health of humans, animals, and the environment are interconnected. By using a One Health approach and engaging in discussions about antibiotic stewardship across health disciplines, we can improve antibiotic use and stop the impact of #antibioticresistance. #OneHealthDay	CDC: One Health Day ⁴
Minnesota State Fair	Late August to Labor Day (exact dates vary)	Will you be at the @MNStateFair? Plan to visit the MN One Health Antibiotic Stewardship Collaborative booth in the Eco Experience Building any day of the fair! Learn more about #antibiotics and #antibioticresistance and get your questions answered. https://www.health.state.mn.us/communities/onehealthabx/index.html	Minnesota One Health Antibiotic Stewardship Collaborative ¹²

Human Health

Event	Event Date (when to post)	Sample Post	Additional Information
Medical Laboratory Professionals Week	April (last full week, exact dates vary)	Every day, laboratory professionals perform tests and interpret results to identify infectious viruses and bacteria and combat public health threats like antibiotic resistance. Remember to thank these dedicated laboratory professionals for their vital work. #labweek #lab4life	ASCLS: Medical Laboratory Professionals Week ¹
Hand Hygiene Day	May 5	Clean hands are important for everyone! Many germs that cause serious infections are spread by people's hands. Proper hand hygiene can help prevent many infections, including those caused by resistant bacteria. #HandHygiene #CleanHandsCount https://www.health.state.mn.us/people/handhygiene/index.html	CDC: Clean Hands Count Campaign ³

ANTIBIOTIC RESISTANCE SOCIAL MEDIA TOOLKIT FOR PARTNERS

Event	Event Date (when to post)	Sample Post	Additional Information
Cold and Flu	Flu season (fall to spring)	It's flu season in Minnesota – a great time to remember that antibiotics only work for bacterial infections and will not help treat the flu. Find answers to frequently asked questions about antibiotic resistance and stewardship at https://www.health.state.mn.us/diseases/antibioticresistance/basics/faq.html .	MDH: Antibiotic Resistance and Stewardship for Health Professionals ⁹ MDH: Influenza ¹¹
National Penicillin Allergy Day	September 28	9 out of 10 people who think they have a penicillin allergy actually don't. Correctly identifying people who are not allergic can improve antibiotic prescribing and prevent the spread of superbugs. Talk to your doctor if you've ever been told that you have a penicillin allergy to see if you should do allergy testing. #NationalPenicillinAllergyDay #NPAD20 #BeAntibioticsAware	National Penicillin Allergy Day ¹⁵
Pharmacy Week	October (third week, exact dates vary)	<ul style="list-style-type: none"> ▪ Pharmacists are medication experts and play an essential role in antibiotic stewardship and medication disposal. Remember to #ThankAPharmacist to recognize all the work they do in keeping us healthy. www.health.state.mn.us/diseases/antibioticresistance/index.html ▪ Pharmacists are a great resource for questions about antibiotics and medication disposal. They are true medication experts. Remember to #ThankAPharmacist during Pharmacy Week (October 18-24) to recognize all the work they do in keeping us healthy. Learn more about the essential role Minnesota pharmacists play in antibiotic stewardship: www.health.state.mn.us/diseases/antibioticresistance/hcp/commpharmfs.pdf 	ASHP: National Pharmacy Week ²
U.S. Antibiotic Awareness Week	November (exact dates vary)	<ul style="list-style-type: none"> ▪ Antibiotic resistance is one of the most urgent global health threats. Everyone has a role to play in improving antibiotic use to help fight #AntibioticResistance. #USA AW20 https://www.health.state.mn.us/diseases/antibioticresistance/index.html ▪ Antibiotic resistance means bacteria stop responding to the drugs designed to kill them. We have to be careful about how antibiotics are prescribed and used or they won't work to treat deadly infections. Pledge to only take antibiotics when it's absolutely necessary and only take them as directed by your health care provider. #BeAntibioticsAware #USA AW20 https://www.health.state.mn.us/diseases/antibioticresistance/index.html ▪ Antibiotics aren't always the answer when you're sick! Up to 50% of all antibiotics prescribed in health care settings are not necessary or are inappropriately prescribed. This can lead to antibiotic resistance, which means antibiotics won't work as well when we need them to. Know when antibiotics will and won't help. https://www.health.state.mn.us/diseases/antibioticresistance/index.html 	CDC: U.S. Antibiotic Awareness Week ⁵

ANTIBIOTIC RESISTANCE SOCIAL MEDIA TOOLKIT FOR PARTNERS

Event	Event Date (when to post)	Sample Post	Additional Information
		<ul style="list-style-type: none"> Antibiotics aren't always the answer when you're sick! Get smart about antibiotics to stop #AntibioticResistance and #BeAntibioticsAware. https://www.health.state.mn.us/diseases/antibioticresistance/index.html Do you have a personal or professional story about antibiotics or antibiotic resistance? If so, you're not alone. In the U.S., more than 2 million people will get an antibiotic-resistant infection, and more than 23,000 will die as a result. Read stories from patients, physicians, nurses, researchers, livestock producers, environmental scientists, and more about how the overuse of antibiotics has impacted their lives. #BeAntibioticsAware https://www.health.state.mn.us/communities/onehealthabx/stories/index.html 	

Animal Health

Event	Event Date (when to post)	Sample Post	Additional Information
National Meat Month	January	January is National Meat Month. You can feel safe eating meat as on-farm protocols and regulatory standards ensure that all farmers are following strict guidelines. By following best practices and engaging in discussions about antibiotic stewardship, Minnesota farmers, growers, and consumers can #BeAntibioticsAware. #OneHealth https://www.health.state.mn.us/diseases/antibioticresistance/animal/truthmeat.pdf	MDH: Antibiotic Resistance and Stewardship for Animal Health Professionals ⁸
National Love Your Pet Day	February 20	February 20 is #NationalLoveYourPetDay, the purrfect time for pet owners to spoil and appreciate their pets. Show love for your pet by scheduling annual veterinary check-ups and keeping your pet up to date on vaccinations. Good pet care helps to prevent many infections, including those caused by antibiotic-resistant bacteria. #BeAntibioticsAware #OneHealth https://www.health.state.mn.us/diseases/antibioticresistance/animal/abxpetfs.pdf	MDH: Antibiotic Resistance and Stewardship for Animal Health Professionals ⁸
National Poultry Day	March 19	You can feel safe eating your favorite poultry dish on #NationalPoultryDay because veterinarians and producers work together to use antibiotics only when needed and follow strict regulations. By following best practices and engaging in discussions about antibiotic stewardship, Minnesota poultry growers and all antibiotic uses can #BeAntibioticsAware. https://www.health.state.mn.us/diseases/antibioticresistance/animal/index.html	MDH: Antibiotic Resistance and Stewardship for Animal Health Professionals ⁸

ANTIBIOTIC RESISTANCE SOCIAL MEDIA TOOLKIT FOR PARTNERS

Event	Event Date (when to post)	Sample Post	Additional Information
National Beef Month	May	Whether you will be firing up the grill for #MemorialDay or having a sandwich at lunch, you can feel safe knowing that through on-farm protocols and regulatory standards, the beef products you buy are free from antibiotics. #NationalBeefMonth #OneHealth	MDH: Antibiotic Resistance and Stewardship for Animal Health Professionals ⁸
National Pet Week	May (first full week, exact dates vary)	#NationalPetWeek is the purrfect time for pet owners to spoil and appreciate their animals. Show love for your pet by scheduling annual veterinary check-ups and keeping your pet up to date on vaccinations. Good pet care helps to prevent many infections, including those caused by antibiotic-resistant bacteria. #BeAntibioticsAware https://www.health.state.mn.us/diseases/antibioticresistance/animal/abxpetfs.pdf	MDH: Antibiotic Resistance and Stewardship for Animal Health Professionals ⁸
National Dairy Month	June	National Dairy Month is a great time to celebrate local and delicious dairy products! Through on-farm protocols and regulatory standards, Minnesota’s agriculture experts help ensure that dairy products you buy are free from antibiotics. The health of animals, humans, and the environment are all connected! https://www.health.state.mn.us/diseases/antibioticresistance/animal/index.html	MDH: Antibiotic Resistance and Stewardship for Animal Health Professionals ⁸ Midwest Dairy: National Dairy Month Toolkit ¹³
Education about raw food	August	Eeew! What goes in, must come out. Raw pet foods can be contaminated with bacteria like <i>E. coli</i> and <i>Salmonella</i> . These organisms can make your pet sick and can also end up in your home environment, putting you and your family at risk for infections. #OneHealth https://www.health.state.mn.us/diseases/antibioticresistance/basics/faq.html	MDH: Frequently Asked Questions (FAQs) About Antimicrobial Use and Resistance ¹⁰
National Turkey Month	November	Is your Thanksgiving turkey stuffed with antibiotics? NO! Sometimes animals get bacterial infections that require antibiotic treatment, but veterinarians and producers work together to use antibiotics only when needed and follow regulations to keep our food safe. Following best practices and engaging in discussions about antibiotic stewardship are ways that Minnesota turkey growers and all antibiotic users can #BeAntibioticsAware. http://www.health.state.mn.us/diseases/antibioticresistance/index.html .	MDH: Antibiotic Resistance and Stewardship for Animal Health Professionals ⁸

Environmental Health

Event	Event Date (when to post)	Sample Post	Additional Information
Proper Disposal	Any time	Got leftover antibiotics or medications in your cabinet? Don't just flush them down the toilet or throw them in the trash. They can end up in our natural waterways and cause problems. Take antibiotics and medications to designated take-back locations so we can enjoy Minnesota's rivers and lakes for many summers to come! Find a collection site near you on the Minnesota Pollution Control Agency website. https://www.pca.state.mn.us/living-green/managing-unwanted-medications	MDH: Antibiotics and Environmental Health ⁷ MN PCA: Managing Unwanted Medications ¹⁴
Earth Day	April 22	Celebrate #EarthDay on April 22 by keeping unused medications out of our lakes, streams, and wildlife and disposing of them appropriately. Learn more and find the medication collection site nearest you: https://www.pca.state.mn.us/living-green/managing-unwanted-medications #EarthDay #OneHealth #DrugTakeBack	MDH: Antibiotics and Environmental Health ⁷ MPCA: Managing Unwanted Medications ¹⁴
National Prescription Drug Take Back Day	April and October (exact dates vary)	<ul style="list-style-type: none"> ▪ Do you have unused prescription medications? Participate in National Prescription Drug Take Back Day on April 25 from 10 a.m. - 2 p.m. Safely dispose of unwanted, unneeded, and expired prescription drugs like antibiotics and opioids at a location near you. Do your part to prevent substance misuse and contamination of our lakes and rivers. Find a location on the Minnesota Pollution Control Agency website. https://bit.ly/2xuEsIW #DEATakeBack ▪ Safely dispose of unused prescription drugs like #antibiotics and #opioids on National Prescription Drug Take Back Day – April 25 from 10am-2pm. It helps prevent substance misuse and contamination of our lakes and rivers. Find a location @MNPCA: https://bit.ly/2xuEsIW #DEATakeBack 	DEA: National Prescription Drug Take Back Day ⁶

Resources

1. [American Society for Clinical Laboratory Science \(ASCLS\): Medical Laboratory Professionals Week](https://www.ascls.org/participate/lab-week-mlpw) (<https://www.ascls.org/participate/lab-week-mlpw>)
2. [American Society of Health-System Pharmacists \(ASHP\): National Pharmacy Week](https://www.ashp.org/Pharmacy-Practice/Resource-Centers/Public-Relations/National-Pharmacy-Week) (<https://www.ashp.org/Pharmacy-Practice/Resource-Centers/Public-Relations/National-Pharmacy-Week>)
3. [CDC: Clean Hands Count Campaign](https://www.cdc.gov/handhygiene/campaign/index.html) (<https://www.cdc.gov/handhygiene/campaign/index.html>)
4. [CDC: One Health Day](https://www.cdc.gov/onehealth/one-health-day.html) (<https://www.cdc.gov/onehealth/one-health-day.html>)
5. [CDC: U.S. Antibiotic Awareness Week \(USAAW\)](https://www.cdc.gov/antibiotic-use/week/index.html) (<https://www.cdc.gov/antibiotic-use/week/index.html>)
6. [DEA: National Prescription Drug Take Back Day](https://takebackday.dea.gov/) (<https://takebackday.dea.gov/>)
7. [MDH: Antibiotics and Environmental Health](https://www.health.state.mn.us/diseases/antibioticresistance/environment/index.html) (<https://www.health.state.mn.us/diseases/antibioticresistance/environment/index.html>)
8. [MDH: Antibiotic Resistance and Stewardship for Animal Health Professionals](https://www.health.state.mn.us/diseases/antibioticresistance/animal/index.html) (<https://www.health.state.mn.us/diseases/antibioticresistance/animal/index.html>)
9. [MDH: Antibiotic Resistance and Stewardship for Health Professionals](https://www.health.state.mn.us/diseases/antibioticresistance/hcp/index.html) (<https://www.health.state.mn.us/diseases/antibioticresistance/hcp/index.html>)
10. [MDH: Frequently Asked Questions \(FAQs\) About Antimicrobial Use and Resistance](https://www.health.state.mn.us/diseases/antibioticresistance/basics/faq.html) (<https://www.health.state.mn.us/diseases/antibioticresistance/basics/faq.html>)
11. [MDH: Influenza](https://www.health.state.mn.us/diseases/flu/index.html) (<https://www.health.state.mn.us/diseases/flu/index.html>)
12. [MDH: Minnesota One Health Antibiotic Stewardship Collaborative](https://www.health.state.mn.us/communities/onehealthabx/index.html) (<https://www.health.state.mn.us/communities/onehealthabx/index.html>)
13. [Midwest Dairy: National Dairy Month Toolkit](https://www.midwestdairy.com/dairy-resource-center/toolkits/national-dairy-month-toolkit/) (<https://www.midwestdairy.com/dairy-resource-center/toolkits/national-dairy-month-toolkit/>)
14. [Minnesota Pollution Control Agency \(MPCA\): Managing Unwanted Medications](https://www.pca.state.mn.us/living-green/managing-unwanted-medications) (<https://www.pca.state.mn.us/living-green/managing-unwanted-medications>)
15. [National Penicillin Allergy Day](https://nationalpenicillinallergyday.com/) (<https://nationalpenicillinallergyday.com/>)

MDH Social Media Channels

- [MDH on Facebook](https://www.facebook.com/mnhealth) (<https://www.facebook.com/mnhealth>)
- [MDH on Instagram](https://www.instagram.com/mnhealth) (<https://www.instagram.com/mnhealth>)
- [MDH on LinkedIn](https://www.linkedin.com/company/mnhealth) (<https://www.linkedin.com/company/mnhealth>)
- [MDH on Twitter](https://twitter.com/mnhealth) (<https://twitter.com/mnhealth>)
- [MDH on YouTube](https://www.youtube.com/user/MNDeptofHealth) (<https://www.youtube.com/user/MNDeptofHealth>)

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