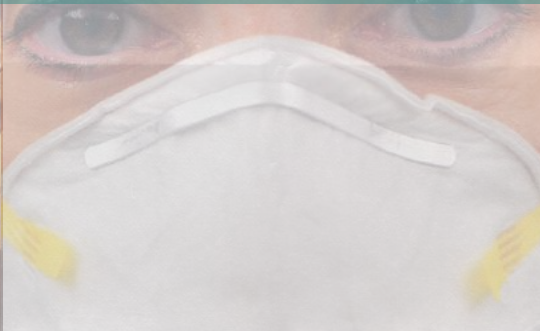
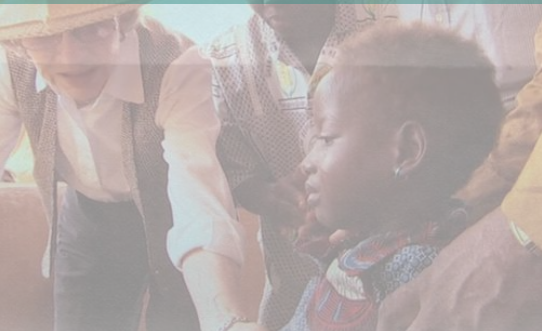




# BECOMING BETTER ANCESTORS

## SOCIAL MEDIA TOOLKIT





# **ABOUT BECOMING BETTER ANCESTORS**

## **BECOMING BETTER ANCESTORS™: Applying the Lessons Learned from Smallpox Eradication**

**Becoming Better Ancestors™** is a virtual learning series, produced by the Center for Global Health Innovation and Lexicon Strategies, documenting the history and 9 key lessons learned from the campaign to eradicate smallpox, the only human disease ever wiped off the face of our planet. It features interviews with key global health leaders and changemakers.

The virtual learning series and curriculum features Dr. William Foege and other key figures in the smallpox eradication program, as well as interviews with key global health leaders in nine dynamic, 20-minute sessions, each focused on one of the lessons learned.

The series will not only demonstrate how these lessons can be applied to COVID-19 and other disease areas and disciplines, but how they could influence how we approach a wide range of large societal problems.

### **LESSON 1:**

**THIS IS A CAUSE  
& EFFECT WORLD.**

### **LESSON 2:**

**KNOW, SHARE,  
& ACT ON THE TRUTH.**

### **LESSON 3:**

**COALITIONS  
ARE ESSENTIAL.**

### **LESSON 4:**

**AVOID CERTAINTY.**

### **LESSON 5:**

**BUILD IN  
EVALUATION  
& IMPROVEMENT.**

### **LESSON 6:**

**RESPECT  
THE CULTURE.  
CULTURE MATTERS.**

### **LESSON 7:**

**SEEK STRONG  
LEADERSHIP &  
MANAGEMENT.**

### **LESSON 8:**

**MOBILIZE  
POLITICAL  
WILL.**

### **LESSON 9:**

**MOVE TOWARDS  
GLOBAL HEALTH  
EQUITY.**

# SOCIAL MEDIA TOOLKIT CONTENT



The Becoming Better Ancestors social media toolkit is designed to provide guidance and direction on how best to share the 9 Lessons across social media platforms. Included is information on best practices and links to content for you to implement these assets onto your own social channels. Post on the platform of your choice and please don't forget to tag us, use the hashtags provided in this document, and help us all become better ancestors – one social post at a time!

## SOCIAL MEDIA CONTENT FOR USE

The **following link** provides access to social content (formatted for Facebook, Instagram, Twitter, and LinkedIn), including general graphics and videos, logos, and other helpful resources to utilize.

## SOCIAL MEDIA HASHTAGS FOR USE

The following are social hashtags for use on Becoming Better Ancestors posts. It is recommended to use at least 2–3 hashtags with each post:

**#9lessons**

**#forabetterfuture**

**#thetimeisnow**

**#becomingbetterancestors**

**#betterancestors**

**#9lessonstochangetheworld**



# **SOCIAL MEDIA CONTENT COPY FOR USE**

The following is social copy for use to accompany various content. Please remember to include the following link with social posts, which directs users back to the main Becoming Better Ancestors homepage: <https://bit.ly/bba-9lessons>

**Note:** For Instagram posts, instead of putting the link in the caption users will need to put “link in bio” (since captions cannot link to websites).

**9 Lessons to Change the World:** These 9 key lessons have been learned from the eradication of smallpox, the only human disease ever wiped off the face of our planet. [Please share: How can you implement these tactics to solve a problem that you are passionate about?]

We need to leave the world a better place than how we found it. The big question is will we choose to be good ancestors and work towards a healthier and more equitable future for all. Do you think we’ve been doing enough up until now to make that a reality?

The future is dependent on what we do and how well we use our resources, the discoveries we make, and how we plan for everyone, even those yet unborn. The lessons learned from the eradication of smallpox gave us the tools—these 9 Lessons—now, we must put them to use.

This is only the beginning. Leave your legacy by making the future a better place. These 9 Lessons have been learned from the eradication of smallpox, the only human disease ever wiped off the face of our planet. Who do you believe could most benefit from implementing these key lessons - school systems, Fortune 500 companies, global nonprofits, political advocacy organizations?

The lessons embodied in this curriculum empower you to learn from the past to help you shape the future. They will inspire action for change. Applying these lessons can help us all bring about real change in a consistent, reliable, and meaningful way. How will you choose to utilize these resources to make a difference for yourself or others?

Together these 9 Lessons suggest an approach to developing, applying, and improving the ways in which we approach large-scale health problems. Use a checklist of key learnings from these lessons and develop a plan for solving the problem you want to focus on - climate change, structural racism, gender equity, criminal justice, and other major issues.

Becoming Better Ancestors helps ensure that our future looks brighter by working towards a healthier and more equitable future for all. [Please share: How will you make your mark and help create positive change for future generations?]

The time is now. The future is in your hands. Become a better ancestor by making a change in the world, whether that’s fighting for better public health policies, increased climate change action, ending structural racism, pushing for gender equity, or criminal justice reform. What other major social issues do you feel deserve our attention?

Becoming Better Ancestors teaches 9 Lessons from the eradication of smallpox that anyone can use to change the world in small ways and in very, very big ways. What is a global issue you feel doesn’t receive the attention it deserves and how can we work as a society to fix it?

Become a better ancestor with us. This series shares the key lessons learned in the eradication of smallpox and inspires people to consider how they are applicable today to help shape the world into a better place for future generations. How are you planning to make your mark?

Although the threats facing the world are considerable and seem incredibly complex, there is a reason for hope. Make the future brighter for future generations. Learn how with these 9 Lessons from Becoming Better Ancestors.

Together these 9 Lessons suggest an approach to developing, applying, and improving the ways in which we approach large-scale health problems: Begin intentionally. Build responsibly. Deliver reliably. Follow these steps and become a better ancestor by working towards a healthier and more equitable future for all.



# **BECOMING BETTER ANCESTORS SOCIAL MEDIA CHANNELS**

The following are the Becoming Better Ancestors official social media platform handles. Please follow us on social and tag us on posts mentioning Becoming Better Ancestors.



**Additional social channels launching soon!**

## **ADDITIONAL WAYS TO SUPPORT**

Here are more ways you can help spread the word about Becoming Better Ancestors and support more people in creating change reliably in the world using the 9 Lessons:

- **Click on your favorite lesson** and share that link with friends and colleagues across social media platforms with a personal note about why you think it's important.
- **Subscribe** to the Becoming Better Ancestors YouTube channel.
- Drop one of the videos from our **YouTube channel** or **social media toolkit** into your next presentation. Maybe as a kick-off or to make your point resonate with one of these impactful stories.
- Be sure you **sign up for our newsletter** and encourage others to join. We are working towards some exciting initiatives, including books and certificate courses.
- Print some **carry-along 9 Lessons checklists** and give them out to your colleagues, students, and anyone you know who is trying to solve problems in the world.
- Talk about Becoming Better Ancestors and The 9 Lessons in your work, at home, with students, and with your mentors and mentees.





# BECOMING BETTER ANCESTORS

## SOCIAL MEDIA TOOLKIT

