Join the conversation

**Primary hashtags**
- #Nurses2020
- #Midwives2020
- #NursingNow
- #NightingaleChallenge

**Secondary hashtags**
- #HealthForAll
- #KeepthePromise
- #SupportNursesAndMidwives

**Key accounts**
- @NursingNow2020
- @ICNurses
- @WHO
- @world_midwives
- @BurdettTrust
- @DrTedros
- @elizabeth_iro
- @LordNigelCrisp
- @_dinotshe
- @bathebrit
The launch of the International Year of the Nurse & the Midwife is just around the corner! Join us on 1st Jan in thanking nurses & midwives everywhere for the wonderful work they do! #Nurses2020 #Midwives2020

2020 marks the first ever International Year of the Nurse & the Midwife! It's going to be an amazing year full of exciting opportunities to celebrate #nurses & #midwives everywhere! Don't miss out, check out our 2020 timeline here http://bit.ly/2DyHoS5 #Nurses2020 #Midwives2020

Graphics for use pre 1st Jan

1. For Twitter:

   ![Are you ready?](image1)

   ![The countdown has begun!](image2)

   ![It's almost here!](image3)
2. For Facebook

The countdown has begun!

It’s almost here!

Are you ready?
3. Instagram
Posts to welcome 2020

Happy New Year & Happy International Year of the Nurse & the Midwife! Let's make it a year to remember! #NursingNow would like to thank every #nurse & #midwife around the world for all they do! #UHC #HealthforAll #Nurses2020 #Midwives2020

2020 is the International Year of the Nurse & the Midwife. Let's seize this opportunity to shine a light on the incredible work #nurses & #midwives do around the world! #Nurses2020 #Midwives2020

2020 is our chance to say thank you to every #nurse & every #midwife. It's also our opportunity to call on governments everywhere to support their #nurses & #midwives, to empower them and help them achieve #healthforall. Read more: http://bit.ly/2DyHoS5

Happy International Year of the Nurse & the Midwife! This year we will shine a light on all that #nurses & #midwives do and can do to ensure #UHC, calling on governments around the world to show their support for #nurses & #midwives. How will you show your support? #Nurses2020

- Please revisit for new social media graphics and a Facebook frame
- Download and share messages from Nursing Now champions