



Social Media Toolkit

PATA 2021 Summit

Clinic and Community in Conversation: Closing the gap for children and adolescents in the HIV response

1-3 November 2021

The PATA 2021 Summit, titled “Clinic and Community in Conversation: closing the gap for children and adolescents in the HIV response,” happening from 1-3 November 2021, is a collaborative meeting that will bring together a diverse community united in a renewed call to action to close the gaps in paediatric and adolescent HIV treatment and service delivery in sub-Saharan Africa.

This exciting and ‘FREE to attend’ hybrid event will take place simultaneously at least 20 in-country satellite spokes and will be broadcast globally through PATA’s centralised Linking and Learning Hub.

What we need from you

To reach a wider audience that could possibly increase Summit application numbers, we would appreciate it if you would share the content in this toolkit, with your networks and audiences across your various digital media platforms.

We have provided social media assets (multimedia) and the suggested copy below, to be shared across your social media channels:

Key Themes and Social Media Handles

The Official Hashtag: **#PATA2021Summit**.

Application Link: <https://patahub.org/pata-summits/>

If you are not following PATA on social media, you can follow with the below handles to tag us:

Twitter: [@teampata](https://twitter.com/teampata)

LinkedIn: [@paediatic-adolescent-treatment-africa](https://www.linkedin.com/company/paediatic-adolescent-treatment-africa)

Instagram: [@teampata](https://www.instagram.com/teampata)

Facebook: [Paediatic - Adolescent Treatment Africa](https://www.facebook.com/Paediatic-Adolescent-Treatment-Africa)

YouTube: [Team PATA](https://www.youtube.com/TeamPATA)

Soundcloud: [Team PATA](https://www.soundcloud.com/TeamPATA)

Hashtags	#PATA2021Summit	#TeamPATA	#LinkingandLeaningHUB
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Content

Pre-Summit Multimedia can be downloaded on the Google Drive link below. The folder includes graphics, videos and documents to accompany the social media posts (file names listed in the table below). This content can be used for Facebook, LinkedIn and Twitter and the images may be used for Instagram stories.

<https://drive.google.com/drive/folders/1V87SUmJe6G4T0KXcdZdihOUEHeC42hct>







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Post Date	Pre-Summit posts	Multimedia to accompany post
14/10/2021	The countdown has begun! Less than a month until the #PATA2021Summit, happening from 1-3 November 2021, titled "Clinic and Community in Conversation: closing the gap for children and adolescents in the HIV response." Apply now https://patahub.org/pata-summits/	 <p>File name on the Drive: Image 1</p>
15/10/2021	The #PATA2021Summit is a hybrid event taking place virtually on the PATA #LinkingandLeaningHUB & in-person at 20 locations around Africa. An incredible way to bring together front-line health providers & global partners! To apply: https://patahub.org/pata-summits/	 <p>File name on the Drive: Video 2 or Image 2</p>
Post 1: 18/10/2021	The PATA #LinkingandLearningHub is an interactive space for regional collaboration, capacity building and peer-to-peer exchange across the PATA network. Applying to the #PATA2021Summit gives you full access to the hub. https://www.youtube.com/watch?v=NMWGEI6VksU	
Post 2: 18/10/2021	If you have already applied for the #PATA2021Summit, you can use your unique registration code to log into the PATA #LinkingandLeaningHUB. Explore and familiarise yourself with the hub before the summit. https://patahub.org/	 <p>File name on the Drive: Image 3</p>
20/10/2021	Remarkable progress has been made in the HIV response. However, significant HIV service delivery gaps remain for children adolescents, specifically in sub-Saharan Africa. The #PATA2021Summit aims to identify & mitigate these gaps. Join the important conversation: https://patahub.org/pata-summits/	 <p>File name on the Drive: Image 4</p>
22/10/2021	If you have not (yet) applied for the #PATA2021Summit, you can still apply to attend virtually, here: https://patahub.org/pata-summits/ Applications for the virtual summit close on 25 October 2021.	 <p>File name on the Drive: LinkedIn: PATA 2021 Summit Invitation Facebook and Twitter: Image 8</p>

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24/10/2021	LAST CHANCE! If you have not been able to participate in a PATA Summit before, this FREE hybrid event, is an opportunity not to be missed! Click here to apply: https://patahub.org/pata-summits/	 <p>File name on the Drive: Image 7</p>
27/10/2021	PATA Summits have always been a time for PATA to recognise the efforts and dedication of frontline health providers. At this year's Summit, PATA will be presenting 4 'just for fun' awards on the final day of the #PATA2021Summit. Read more here: https://teampata.org/pata-2021-summit-awards/?fbclid=IwAROPYnL-SuzYuP22EL-ZFLzQ9ZDHEW0kANQVL3ioTz3i2LMz98h33EVS31k	 <p>File name on the Drive: Image 12</p>
28/10/2021	The Social Media Enthusiast Challenge is a call to action for PATA network members & partners, to engage in conversations & share information about the #PATA2021Summit. To find out more: https://teampata.org/pata-2021-summit-awards/?fbclid=IwAROPYnL-SuzYuP22EL-ZFLzQ9ZDHEW0kANQVL3ioTz3i2LMz98h33EVS31	 <p>File name on the Drive: Image 10</p>
29/10/2021	If you are attending the #PATA2021Summit, we invite you to join the Be Brave Mzansi Dance Challenge to celebrate how far we have come and the efforts of health providers working together with communities to beat #COVID19. Click here to find out how: https://teampata.org/pata-2021-summit-awards/?fbclid=IwAROPYnL-SuzYuP22EL-ZFLzQ9ZDHEW0kANQVL3ioTz3i2LMz98h33EVS31k	 <p>File name on the Drive: Image 9</p>
Additional, Optional Post	Community-based service delivery has become increasingly essential to #EndingAIDS and this will be focal area of Day2 of the #PATA2021Summit which will highlight how clinics & communities can work together for coordinated and collective impact. https://patahub.org/pata-summits/	 <p>File name on the Drive: Image 6</p>
Additional, Optional Post	Day3 of the #PATA2021Summit will focus on health providers as advocates, providing them with platform and voice to engage & interact with their peers & policymakers on the challenges they face when putting policies into practice. https://patahub.org/pata-summits/	 <p>File name on the Drive: Image 5</p>