

17-23 June

## World Contience Week 2024

### Social Media Guide

**World Contience Week (WCW)** is held annually in June and aims to raise awareness about incontinence. This year, the theme for WCW is 'Let's Talk', which aims to start a conversation about incontinence and where to seek help.

One of the best ways to increase awareness is by sharing our resources with your social media networks.

The official campaign hashtag is **#WCW2024**. Please use this hashtag when posting about World Contience Week.

Where appropriate, please also tag the Contience Foundation of Australia using the following handles:

- Facebook: @contienceaus
- Instagram: @contienceaus
- LinkedIn: Contience Foundation of Australia
- Twitter: @AusContience

Some useful links to include as a call to action are:

- World Contience Week homepage: <https://www.contience.org.au/world-contience-week>
- Contience Foundation of Australia website: <https://www.contience.org.au/>
- National Contience Helpline: <https://www.contience.org.au/get-support/who-can-help/national-contience-helpline>
- Understanding incontinence: <https://www.contience.org.au/incontinence/understanding-incontinence>

We have provided a range of social tiles available for download here:

<https://www.contience.org.au/world-contience-week/campaign-resources>

## Sample Social Media Posts

- This week is #WCW2024, a time to raise awareness about incontinence and hear stories from those with lived experience. In many cases, incontinence can be prevented, better managed or even cured. Visit the @continenceaus website for more information and support services: [continence.org.au/world-continance-week](https://continence.org.au/world-continance-week)
- Did you know over 5 million Australians are incontinent? Incontinence is a common condition and can be treated and proactively managed. This #WCW2024, join me and @continenceaus in raising awareness about incontinence and the support services available: [continence.org.au/world-continance-week](https://continence.org.au/world-continance-week)
- Incontinence can affect people at any age, but in many cases, it can be prevented, better managed and even cured. This June for #WCW2024, help me to raise awareness for incontinence education by downloading the @continenceaus free resources: [continence.org.au/world-continance-week](https://continence.org.au/world-continance-week)
- There are many stories of incontinence, but it's important to know support is available. For help and more information about incontinence, call the National Continence Helpline on 1800 33 00 66 for free, confidential advice from Nurse Continence Specialists, Monday to Friday 8am-8pm AEST.