March 19, 2021

TB Program Staff and Partners,

# This year, the CTCA Communications Committee updated our World TB Day (WTBD) Social Media Campaign Toolkit and developed a new opportunity for outreach through TikTok. TikTok focuses on 15-60 second videos and has over 8 million monthly users. [Health care providers and organizations are sharing health information on TikTok](https://urldefense.proofpoint.com/v2/url?u=https-3A__etactics.com_blog_tiktok-2Dhealthcare-2Dproviders&d=DwMF-g&c=Lr0a7ed3egkbwePCNW4ROg&r=0PyiXS2LGQOUl6N7FevK7WVfES6YpHloaP5kj830ZnM&m=z5cPlhsSs_iyj4BbWex7JOru6xaIusyU6S95O9Eo_Yg&s=YFgJMY4pKBsi3F6eiWTy3BhktfWowIXwFkaegtCqqJM&e=), reaching new audiences with an easy, interactive, and measurable outreach activity.

The CTCA Communications Committee invites you to join our Magic Wand Challenge. Make a video answering the question: ***if you could make any fact about TB common knowledge to the public, what would you choose?*** Read more about how you and your staff can join this challenge [here](https://ctca.org/world-tb-day-resources/). For more CTCA Communications Committee World TB Day resources visit the [www.ctca.org/toolbox](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.ctca.org_toolbox&d=DwMF-g&c=Lr0a7ed3egkbwePCNW4ROg&r=0PyiXS2LGQOUl6N7FevK7WVfES6YpHloaP5kj830ZnM&m=z5cPlhsSs_iyj4BbWex7JOru6xaIusyU6S95O9Eo_Yg&s=BBgW8qH2X7j9kGfM2YRNTU3am_1QftD9KCQrV_sRRdY&e=).

**Timeline:**

CTCA Communications Committee will be posting TikTok videos on WTBD (March 24). If you’d like your videos to be posted on our CTCA TikTok account, send your clips to me before WTBD (March 24). You can post them to your own account on WTBD (March 24). Remember to use the #hashtags included in the [instructions](https://ctca.org/wp-content/uploads/Instructions-for-Making-a-Tiktok-Final.pdf).

If you need technical assistance or have questions about this new social media outreach and education campaign activity, please email or call me.

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P.S. (Permission Statement)

You are giving me permission to post the TikTok Wand Challenge videos when you send them to me to post on the CTCA TikTok account, EndTBCalifornia. If your video includes more than just yourself, you need to get written or emailed permission from each video participant before you send videos to me to post. Ask each participant for their **permission to be included in the Wand Challenge videos posted to the CTCA Communications TikTok channel.**