

**World Pneumonia Day (WPD) U.S. Adult Social Media Calendar**  
November 12, 2014

<b>TWITTER POSTS</b>				
<b>Observance &amp; Timing</b>	<b>Platform</b>	<b>Call to Action/Driver</b>	<b>Content</b>	<b>Image to Include</b>
<b>WPD November 12, 2014 (Post 1, Option A)</b>	Twitter	Direct audience to click image of infographic for more information	Today is World Pneumonia Day. Pneumonia is a leading cause of death in the US, but some types may be #preventable #WPD2014 #FightPneumonia [attach infographic]  <i>(138 characters total)</i>	JPEG of at-risk infographic (PSA698212-01; final RC-approved in Nov. 2014)
<b>WPD November 12, 2014 (Post 1, Option B)</b>	Twitter	Direct audience to click image of infographic for more information	Pneumonia, a life-threatening respiratory infection, is a leading cause of death around the world. #WPD2014 #FightPneumonia [attach infographic]  <i>(123 characters total)</i>	JPEG of at-risk infographic (PSA698212-01; final RC-approved in Nov. 2014)
<b>WPD November 12, 2014 (Post 2, Option A)</b>	Twitter	Direct audience to WPD US Video	Today is World Pneumonia Day. Watch & play along to see what you know about your risk factors #WPD2014 #FightPneumonia <a href="http://bit.ly/1GJ1hAI">http://bit.ly/1GJ1hAI</a>  <i>(140 characters total)</i>	Link to WPD animated video (PSA694413-01; final RC-approved in Nov. 2014)
<b>WPD November 12, 2014 (Post 2, Option B)</b>	Twitter	Direct audience to WPD US Video	How well do you know your risk factors for pneumonia? Find out here #WPD2014 #FightPneumonia <a href="http://bit.ly/1GJ1hAI">http://bit.ly/1GJ1hAI</a>  <i>(114 characters total)</i>	Link to WPD animated video (PSA694413-01; final RC-approved in Nov. 2014)

FACEBOOK POSTS				
Observance & Timing	Platform	Call to Action/Driver	Content	Image to Include
<b>WPD</b> <b>November 12, 2014</b> <b>(Post 1)</b>	Facebook	Direct audience to WPD US Video	We are proud to join organizations around the globe in honoring World Pneumonia Day and helping to increase awareness regarding pneumococcal pneumonia, a life-threatening respiratory infection. Watch this video and play along to identify your risk #WPD2014 #FightPneumonia #pneumonia #awareness #educate <a href="http://bit.ly/1GJ1hAl">http://bit.ly/1GJ1hAl</a>	Link to WPD animated video (PSA694413-01; final RC-approved in Nov. 2014)
<b>WPD</b> <b>November 12, 2014</b> <b>(Post 2)</b>	Facebook	Direct audience to click image of infographic for more information	Are you at risk for pneumococcal pneumonia? Educate yourself today and share the message. Talk to your doctor about how you can protect yourself and loved ones. #WPD2014 #FightPneumonia #Pneumonia #Awareness #Educate [attach infographic]	JPEG of at-risk infographic (PSA698212-01; final RC-approved in Nov. 2014)

