

Social Media

How to refer to the campaign

Both the 'O' and 'P' in Obese Planet should always be capitalised and a space kept in between Obese and Planet when referring to the campaign – except for the hashtag on Twitter.

The hashtag is **#ObesePlanet**, to be used in conjunction with #beatNCDs (for linking with WHO) and #EnoughNCDs (for linking with NCDA).

