



16-22 June 2025

World Continence Week Social Media Guide

World Continence Week (WCW) is held annually in June and aims to raise awareness about incontinence. This year, the theme for WCW is **'Shining a Light on Incontinence'**, 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 **#WCW2025**.

Please use this hashtag when posting about World Continence Week.

Where appropriate, please also tag Continence Health Australia using the following handles:

- Facebook: @continenceaus [<https://www.facebook.com/continenceaus>]
- Instagram: @continenceaus [<https://www.instagram.com/continenceaus>]
- LinkedIn: Continence Health Australia
[<https://www.linkedin.com/company/continence-health-australia>]
- Twitter/X: @AusContinence [<https://x.com/AusContinence>]

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

- World Continence Week homepage: <https://www.continence.org.au/world-continenence-week>
- Continence Health Australia website: <https://www.continence.org.au/>
- National Continence Helpline 1800 33 00 66: <https://www.continence.org.au/get-support/who-can-help/national-continenence-helpline>
- Understanding incontinence:
<https://www.continence.org.au/incontinence/understanding%20incontinence>

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

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

Sample Social Media Posts

- This World Continence Week, we are shining a light on incontinence.

More than 7.2 million Australians are impacted by incontinence. The good news is that with the right help, incontinence can often be better managed, treated and sometimes even cured.

This #WCW25, join us in helping more Australians feel confident talking about their continence health and reaching out for the right care ❤️

Learn more, share resources and encourage others to take that first step.

 www.continence.org.au/world-continence-week

 National Continence Helpline: 1800 33 00 66

#WCW2025 #ShiningaLightonIncontinence #ContinenceHealth #NCHL1800330066

- We're proud to support World Continence Week 2025 and shine a light on the importance of continence health.

Incontinence can impact people of any age and stage of life. Let's raise awareness about continence health and connect our community with the support they need.

Together we can encourage open conversations and ensure people know where to find help ❤️

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- Many people think incontinence only affects older adults or new parents. The truth is, 71% of those living with incontinence are under 65.

This World Continence Week, let's share the facts and encourage early support.

Small conversations can lead to big changes ❤️

 Learn more: www.continence.org.au/world-continence-week

 Talk to a Nurse Continence Specialist: 1800 33 00 66

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