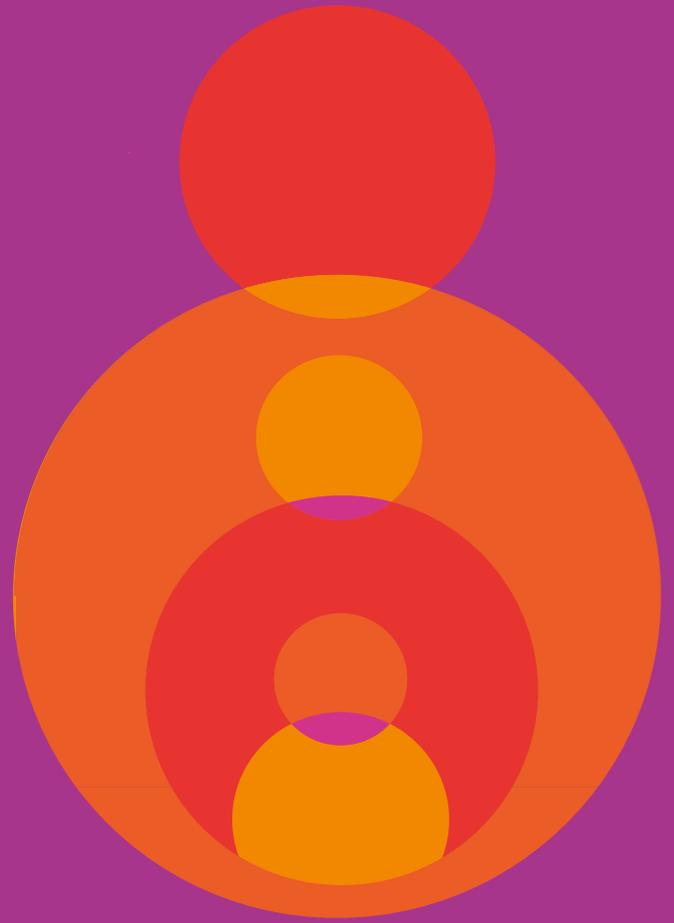




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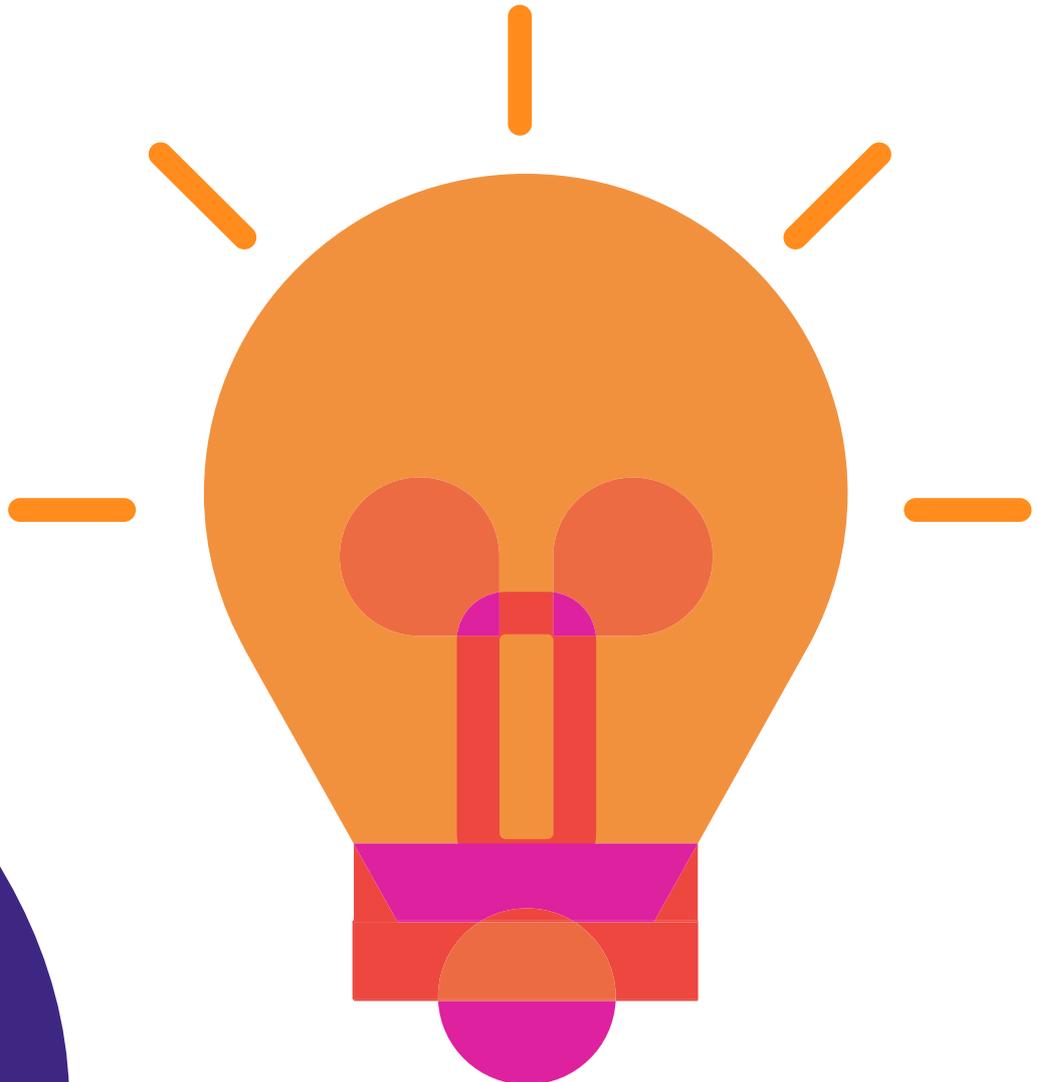
# International day of the **midwife**

**Guide for members**

**5 May 2022**

# What can I do?

**As local RCM branches we would encourage you to begin planning your celebratory event for this years IDM. As you begin to organise your event contact your RCM organiser who can provide support and register the event. Please contact your RCM representative with your ideas relating to the IDM theme: 100 years of progress.**



# Activity ideas

**Social distance:** Keep to the Government rules to keep everyone safe and host virtual events.

- ▶ Virtual lunch and learn
- ▶ Virtual workshop
- ▶ Breakfast meeting
- ▶ Create an IDM celebration wall/ noticeboard
- ▶ Mindfulness event
- ▶ Zoom fitness hour
- ▶ Virtual tea party
- ▶ Socially distanced walk Fundraiser

## IDM packs

### Top tips:

Shop local to support local business and shop sustainable to support our planet

Ensure you use the new RCM brand on all products and templates

### Learning pack

Hosting a lunch and learn or workshop? Why not send your attendees a brand new notepad and pen

### Care pack

Putting together an event around Caring for You? What about a journal, massage kit or self-care pack?

### Event pack

Hosting a tea party? You could use your branch funds to purchase a tea package for your attendees

**We advise that merchandise is confirmed and ordered at least six weeks prior to your event to take into account any specific print and delivery requirements. There will be merchandise available on storefront **but supplies will be limited.****

**Where you are unable to source enough merchandise for your branch via Storefront we advise that you purchase independently using your branch funds. Design and printing spec are available to access via the website.**

If you are stuck for ideas or need further assistance please contact us via [IDMevents@rcm.org.uk](mailto:IDMevents@rcm.org.uk) and we can provide additional assistance.

# Get involved on social

## Use Twitter to

- ▶ Post your key messages using the hashtags #IDM2022, #Midwives, #Midwifery #MSWs
- ▶ Announce your celebration
- ▶ Share live updates and photos from your event or activity
- ▶ Post links to IDM articles and coverage
- ▶ See, retweet, comment and like what others are saying about #IDM2022
- ▶ Retweet RCM's tweets from the account @MidwivesRCM and tag the RCM in to your own messages
- ▶ Retweet ICM's tweets from the account @world\_midwives

## Use Facebook to

- ▶ Post your key messages
- ▶ Share the IDM message visuals
- ▶ Upload photos and video of your celebration
- ▶ Get your followers involved in IDM by asking questions/ starting conversations around the theme of Invest in midwives
- ▶ Share and like RCM's posts about the day from [www.facebook.com/the\\_royalcollegeofmidwives](http://www.facebook.com/the_royalcollegeofmidwives)
- ▶ Share and like ICM's posts about the day from [www.facebook.com/](http://www.facebook.com/)



## Use Instagram to

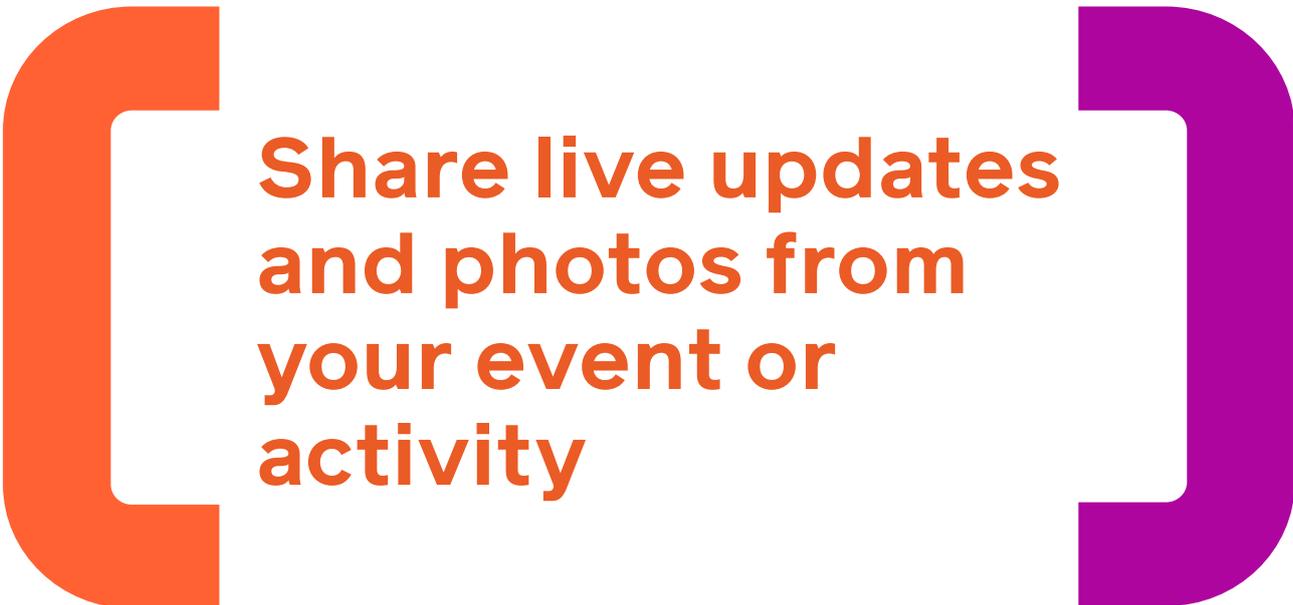
- ▶ Promote your celebration in advance through engaging photos
- ▶ Share some photos and videos from your event or activity
- ▶ Get your followers involved in IDM by running polls or asking questions around the theme of Invest in midwives
- ▶ Post your key messages using the hashtags #IDM2022, #Midwives #Midwifery #MSWs
- ▶ Don't forget to follow the RCM and other branches to share and like IDM content

## Branding guidance

**Please see the RCM branding guidelines if you would like to use the RCM logo on any of your celebratory products.**

To download the RCM logo please log into your branch resources page.

Register your event and access resources via [www.rcm.org.uk/IDM2022](http://www.rcm.org.uk/IDM2022)



**Share live updates  
and photos from  
your event or  
activity**



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