**Social media messages**

If we carry on taking antibiotics when they are unnecessary, in the future some antibiotics may no longer work. Without effective antibiotics many routine treatments will become increasingly dangerous #keepantibioticsworking <https://seriouslyresistant.com/>

If you have a cold or cough caused by a viral infection, taking antibiotics won’t make any difference and you run the risk of becoming ‘antibiotic resistant’ ... visit your local pharmacy instead for effective over-the-counter remedies

If you’re feeling poorly, antibiotics are not always the answer – ask your pharmacy team how you can treat your #cold #flu or other winter ailment with over-the-counter meds #antibioticresistance #keepantibioticsworking

Antibiotic resistance is a ticking timebomb which will claim more lives than cancer in years to come ... if you have a cough or cold, antibiotics may not be effective. Visit your local pharmacy for effective over-the-counter remedies #keepantibioticsworking #antibioticresistance

We're becoming ever more resistant to antibiotics, with no new antibiotics developed in the last 30 years - only take them if you need to, or they may not be as effective when you're seriously ill and you really need them to fight infections #keepantibioticsworking #antibioticresistance

Across Europe, 25,000 people die each year due to hospital infections caused by 5 key resistant bacteria #keepantibioticsworking #antibioticresistance

***(Antibiotic Guardian)***

Antibiotic resistance is one of the biggest threats facing us today. You can help by becoming an #AntibioticGuardian http://bit.ly/ABGuardian

What is antibiotic resistance and why is it a problem? Please help us fight back #AntibioticGuardian http://youtu.be/7PhmyNBWGik

10 reasons you should be worried about antibiotic resistance: http://bit.ly/11fB4ck #AntibioticGuardian (attach 10 reasons graphic)

7 health professionals share their antibiotic resistance fears http://bit.ly/1MPyY9M #AntibioticGuardian (attach 7 profs blog graphic)

We must fight back against bacteria to save our antibiotics http://bit.ly/1LYLNes #AntibioticGuardian (attach a graphic)

7 more reasons YOU should be worried about antibiotic resistance http://bit.ly/1PzJAdt #AntibioticGuardian (7 more reasons graphic)