



**NO DAY WITHOUT US
SOCIAL MEDIA PACK**

WWW.NODAYWITHOUTUS.MEGACAMPAIGN.EU



GENERAL INFORMATION THE TO-DO LIST

Use the **#NoDayWithoutUs** hashtag, publish pictures of your activities on Twitter, Facebook or Instagram. Personalise each material with your own messages (Facebook covers, messages on paper, statements, videos...).

All the publications using the **#NoDayWithoutUs** will be visible

HERE

In addition and for better outreach, use the hashtag **#NoDayWithoutUs** in combination with:

#StandUp4HumanRights (Official UN hashtag);

#MakeEuropeGreatforAll;

#IstandwithNGOs;

#civicspace

and your own national-related hashtags.

Customise your personal profile with our picture frame.

Show your personal engagement in the action day by using our profile picture effect

FIND IT HERE



BEFORE 10 DECEMBER



What content to post?

Raise awareness via social media

You don't need to be auto-referencial, therefore, you don't need materials about yourself to speak about what you do. If you hear news/information which can be interesting for you, you can comment it and use **#NoDayWithoutUs**. In addition, if you don't have time to create a post (e.g **FDSC in Romania**) on your own, share what the people in your network are doing.

Promote storytelling within your organisation and collect positive stories. The idea is to create a positive narrative of civic organisations and show their impact on society. In order to create an emotional connection with our followers, we are collecting positive stories from individuals and organisations.

Have a look at Miki's story on the last page

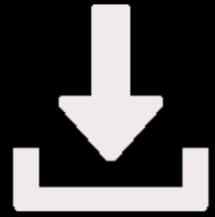


Write to the national and local media

We are encouraging all the coalitions created for the 10th December to write joint statements and release them through op-eds or columns in national media. If you need help in reaching out to the media, feel free to contact the coordination team.

In addition, the coordination team will provide a general frame for the op-ed, which you can feel free to adapt according to the national/regional context. Op-eds are to be published between 3-7 December.

Also, you can **find here a Twitter list of influential journalists**, who might be relevant for your activities. Feel free to edit the list.



ON 10 DECEMBER



Customise your social media with our toolkit

Use the pictures for social media and customise them with your own messages, then upload them on your Facebook, Twitter and Instagram pages.

DOWNLOAD THEM HERE

Engage your own audience into the action day.

Ask followers to share their messages about what would a society without civic organisations look like. Ask them to tag you and to always use **#NoDayWithoutUs**

To motivate them, you can think of rewards at the end of the day (a specific post to thank them, the printed poster)



You have an inspiring message to share? Do it with a short video (20 sec. max) or by writing it on a piece of paper and share it online, using the hashtag **#NoDayWithoutUs**.

You can have a look at **CNVOS' example**.

Everyone can participate, your team, friends, beneficiaries of your activities... Show your online community why civil society matters.

To get some inspiration, you can use the articles from **the Universal Declaration**.

Reach out to influential decision-makers

You can find a list of key stakeholders at the **European and national** level, feel free to tag them in your Twitter posts when spreading your messages.

Indeed, you can tag whoever is relevant for your organisation.

Share what the others are doing

To have a good overview of the others' activity, check on their posts on **Twitter, Facebook** or **Instagram** and share it with your community **#NoDayWithoutUs**

SHARE YOUR STORY

TELL THE OTHERS WHAT YOU DO AND WHY YOUR ROLE IN SOCIETY MATTERS.

**THE EXAMPLE OF MIODRAG NEDELJKOVIC,
INITIATIVE FOR DEVELOPMENT AND COOPERATION SERBIA**



“Work is a necessity. Sometimes it is pleasant, sometimes tiring, sometimes you love it, sometimes you hate it.

These 50 years of my life have been marked with different kinds of jobs, different challenges, variety of people who had similar, the same or completely opposite views on what is the good job and what feelings I strive to achieve at the end of the day.

I have changed more than 20 different jobs always putting the effort to make the customer happy.

I have been satisfied with my ability to pass the positive attitude to the customer while selling the product.

Then, without expecting, I discovered a completely new world, new meaning that I had not been aware of earlier, which was incomparably stronger and more exceptional than any other before.

That special feeling has been around me for more than 16 years. The feeling of doing something good, being able to bring back hope that the world can seem a bit better and brighter for somebody even just for a moment, that he or she are not all alone in the world and that there are people who care.

For more than 16 years I have been a part of this new and exciting world, cooperating with very special and valuable people, who do not care about their material possessions or profit they will make, but instead they care about other people’s needs and feelings.

In this environment I feel truly good and I am not going anywhere, I am letting my roots right here.”