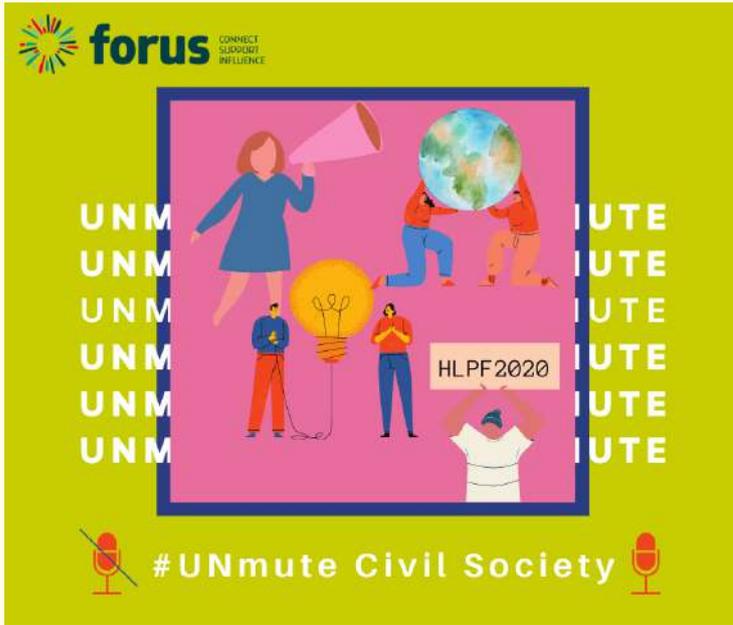


# HLPF 2020 SOCIAL MEDIA KIT



This year **UN High-Level Political Forum** will take place on **July 7 - 16**. For the first time the forum will be completely virtual. Forus would like to invite you to join the **#UNmute campaign** and to participate to our social media actions.

In this **social media kit** for the 2020 HLPF you will find:

- The concept behind the **#UNmute campaign**
- Ways in which you can **contribute** and whom to **contact**
- **Link to #UNmute campaign folder where you can find Visuals, Videos, Calendar and Tweet Sheets for the HLPF**
- Please note that in order to make all the resources accessible, **they will also be available on the HLPF 2020 page on the Forus website [here](#).**

# #UNMUTE CAMPAIGN- WHAT IS IT?

This year's HLPF will be entirely virtual, increasing the chances of civil society to be "muted". We want to make sure civil society's diverse voices get heard. We would like to invite you to join the **#UNmute campaign on social media which will be launched on Friday July 3.**

## HOW CAN YOU CONTRIBUTE?

- We have created a series of **visuals in 4 languages (EN, ES, FR, PT)** that you can use on your social media channels (Twitter, Instagram, Facebook).
- We have created **3 additional videos** (25-30 sec) on civil society's inclusion in the HLPF, the Goal 16 report and the Goal 17 report on capacity development.
- Feel free to **send us QUOTES or KEY MESSAGES in EN, FR, ES or PT** that we can integrate in our visuals and share on social media channels. You can send them to **communication.support@forus-international.org** including **"#UNmute campaign" in the subject of the email.**

Please **tag Forus** and any other relevant organisation, and include the following **hashtags** at the end of your social media posts for the campaign: **#UNmute #Forus #HLPF2020 #InclusiveUN**

## YOUR LOCAL CONTEXT

Feel free to adapt the campaign to your local, national and regional context. The idea is that you can use the visuals and the hashtag to share your own challenges and solutions.

Some themes that could you bring up in your messages:

- Post-COVID reality: Building Back Better with Civil Society Organisations
- Shrinking Civic Space in your community/country
- SDGs - what is the role of civil society in the implementation of SDGs?
- Is your country presenting its VNR this year?
- Enabling environment for CSOs

**Link to our Social Media Folder.** Here you can **download, adapt the visuals, find the tweet sheet and calendar** and other resources for the #UNmute campaign.

[https://www.dropbox.com/sh/okk116bixd1rprm/AABUfnJwzh0O\\_wXHNOoJPusba?dl=0](https://www.dropbox.com/sh/okk116bixd1rprm/AABUfnJwzh0O_wXHNOoJPusba?dl=0)