



In celebration of the International Day for Universal Access to Information

IPDCTALKS 2018

SOCIAL MEDIA KIT

27 September 2018
Cit  de la Culture, Tunis, Tunisia

**Good Laws and Practices for Open Societies:
Powering Sustainable Development with Access to Information**

#IPDCTalks #RightToKnow

IPDCTALKS 2018 SOCIAL MEDIA

The IPDCTalks are a global event series that create worldwide discussion on how to foster open societies and inspire better laws and practices through access to information.

In 2018, IPDCTalks will be held on 27 September in Tunis, Tunisia.

We invite you to share the following visibility materials among your networks, to encourage people to register to attend the event or to watch the live webstream.

This pack includes media and suggested copy for:

- 1 Promotional Video
- 5 Inspirational Quote Posts
- 1 GIF Post
- 2 Countdown Posts
- 1 Web Banner

Please feel free to use all or any of the following materials, changing to suit your own voice and brand guidelines.

Download all media for the social kit here:

https://drive.google.com/drive/u/2/folders/1yyqZWYt0ItIMvSN9I9NGGtiY564_QrBI

Tag us on social media:

Twitter: @UNESCO

Facebook: UNESCO

LinkedIn: UNESCO

Use the hashtags:

#IPDCTalks

#RightToKnow

IPDCTALKS PROMOTIONAL VIDEO

We have created a video to announce IPDCTalks 2018, which details some of the background of the event and the International Day for Universal Access to Information.

You can download the video through the following link:

<https://drive.google.com/drive/u/2/folders/1ZInpFTUOGbfUQ8wrBWsq31asEM2gXUkL>



We invite you to share the video on social media with the key messages in the below post. Please feel free to change and re-formulate the posts.

POST

Your #RightToKnow is a human right. UNESCO invite you to #IPDCTalks this 27 September to join the global conversation about the importance of access to information. Register for the event or livestream: <https://en.unesco.org/ipdc-talks-2018>

INSPIRATIONAL QUOTES

As part of the third International Day for Universal Access to Information, IPDCTalks launches a series of five inspirational quotes from past and present IPDCTalks speakers, global leaders and human rights activists for Press Freedom, Independent Media, Freedom of Expression and the Right to Know.

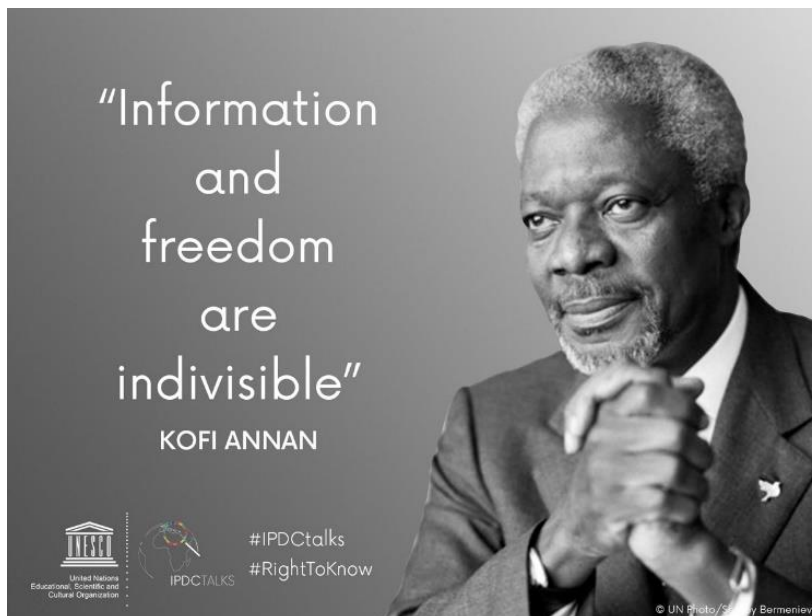
You can download the images through the following link:

https://drive.google.com/drive/u/2/folders/1vakYBpqa4yeJss02AJh7ZNIq_-IPLeD8

We encourage you to share these among your networks, choosing the most appropriate quote for your audience. We have given suggested wording for each of the images, but invite you to change or re-formulate the posts.

POST 1 : KOFI ANNAN QUOTE

Join the global conversation about the importance of access to information and your #RightToKnow this 27 September at #IPDCTalks. Find out more and subscribe for updates on the livestream: <https://en.unesco.org/ipdc-talks-2018>



POST 2 : TAWAKKOL KARMAN QUOTE

Nobel Peace Prize winner Tawakkol Karman is just one of the inspiring speakers joining @UNESCO at #IPDCTalks on 27 September. Register for the event or livestream:

<https://en.unesco.org/ipdc-talks-2018> #RightToKnow



POST 3 : MELINDA GATES QUOTE

Be inspired by global thought leaders about how your #RightToKnow is integral to achieving all #SDGs. Register now for #IPDCTalks on 27 September to attend in Tunis or livestream: <https://en.unesco.org/ipdc-talks-2018>



POST 4 : MOEZ CHAKCHOUK QUOTE

Your #RightToKnow is your right to information, a free press and the internet. Join UNESCO on 27 September for #IPDCTalks by registering for the event or livestream: <https://en.unesco.org/ipdc-talks-2018> #RightToKnow



POST 5 : NADIA AL-SAKKAF QUOTE

Access to information is integral to a free press, sustainable development and an end to inequality. Learn more at #IPDCTalks on 27 September in Tunis or streaming online: <https://en.unesco.org/ipdc-talks-2018> #RightToKnow



GIF: NADIA AL-SAKKAF QUOTE

We have created a GIF using one of the most inspiring quotes from IPDCTalks 2017. Please feel free to use this on your social media channels to promote the event.

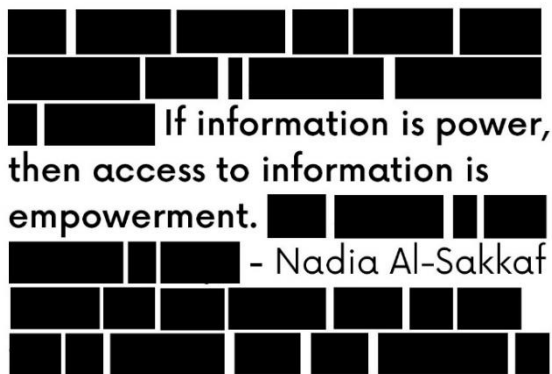
You can download the GIF here:

<https://drive.google.com/drive/u/2/folders/1HL3mc4ImxNt6OTtFNyIaYKPMpaLIRgP5>

SUGGESTED POST

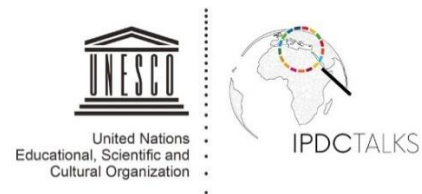
Join UNESCO on September 27 for #IPDCTalks and be inspired by global thought leaders on how access to information powers sustainable development. Find out more:

<https://en.unesco.org/ipdc-talks-2018> #RightToKnow



FIND OUT ABOUT YOUR #RIGHTTOKNOW

TUNE IN 27 SEPTEMBER



COUNTDOWN POSTS

To build excitement before the event we encourage you to share posts counting down the time until IPDCTalks 2018.

POST 1 : ONE WEEK BEFORE (20/9/18)

UNESCO's #IPDCTalks is only one week away! Register now to attend the global celebration for access to information, or subscribe to tune in online:

<https://en.unesco.org/ipdc-talks-2018>

POST 3 : ONE DAY BEFORE (26/9/18)

#IPDCTalks is about your right to information. Join the online debate and ask questions to any of the speakers by using #IPDCTalks and watch live via:

<https://en.unesco.org/ipdc-talks-2018>

WEB BANNER

We have created a web banner that you can use on your website, or on social media to promote the event.

If online, please hyperlink the banner to our website: <https://en.unesco.org/ipdc-talks-2018>

We encourage you to insert your organization's logo into one of the two blank spaces on this banner. If you would like our help doing this, or would like the banner in any particular size please contact us.

You can download the banner here:

<https://drive.google.com/drive/u/2/folders/18VBY1CNlwCBydszxZ-f7Vm9Mi7uqKu1->



Insert your organization's logo in either of these places

Visit:
en.unesco.org/ipdc-talks-2018

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#IPDCtalks

#righttoknow

