



2015: Time for Global Action campaign

- The 2015: Time for Global Action campaign is intended to promote awareness and build momentum around all three of these milestone events: the Financing for Development Conference in Addis Ababa, the September Sustainable Development Summit in New York, and the Paris COP21 climate negotiations.

Ways to get involved on Social Media

- Utilise the monthly social media packages developed by the United Nations Department of Public Information around specific themes of the campaign, to engage the public.

All digital products, along with suggested social media messages, are available at: <http://j.mp/action2015social>. Social media content will be continually updated and new products added throughout the coming months.

- Visit the www.un.org/action2015 for updated facts and figures on core areas of development and encourage your followers to take action by downloading and sharing communication material found on the website.
- Use the #action2015 hashtag in your development-related messages when posting on your platforms.
- Follow @UN and @WeCanEndPoverty Twitter accounts for updates.
- Share the products and messages with staff maintaining your social media accounts, field offices, your networks and partners to amplify the reach.
- Encourage your senior officials and celebrity advocates to get involved by posting content and materials on their accounts using #action2015 hashtag.
- Organize social media events – Twitter chats, Facebook Q&As on issues related to the campaign.
- Contact Sharon Birch at birchs@un.org with questions or to provide updates on any activities you are planning.

