

Peace Day Challenge Social Media Kit

In a year like no other, peace is *still* possible.

The annual **Peace Day Challenge** is an opportunity to highlight the enduring relevance of the International Day of Peace and to inspire actions for peace both big and small. Though September 21st looks a little different this year, all of us can still do our part to help create a more peaceful world.

We invite you to **join the virtual Peace Day Challenge 2020** by sharing your action for peace on social media with the hashtag **#PeaceDayChallenge**. This year offers a chance to think creatively about what building peace means to you—you could look for opportunities to resolve disagreements, join a virtual volunteer event, or simply make a commitment to be a peacebuilder. #PeaceDayChallenge posts shared with a photograph will be included in our **interactive photomosaic** of all the inspiring things we're doing together for peace.

The materials in this kit can help you promote your efforts to recognize the International Day of Peace by connecting your work to thousands of other #PeaceDayChallenge actions around the world.

Before September 21:

- ✓ Head to www.usip.org/peacedaychallenge to get [ideas for action](#).
- ✓ Spread the word to your networks using the hashtag **#PeaceDayChallenge**.
- ✓ **Take an action for peace and share a photo of it** with #PeaceDayChallenge for our interactive photomosaic, or [upload it directly](#) on our website.
- ✓ **Encourage your friends and colleagues to participate** by sharing our #PeaceDayChallenge [graphics](#), or create your own.
- ✓ In your post, be sure to **tag specific people or groups** you're encouraging so they know about it.
- ✓ Here are a few **sample messages** for Facebook, Twitter, Instagram and other social networks (and don't forget to include a photo!):
 - **English:** *The International Day of Peace is just around the corner! Will you commit to take the virtual #PeaceDayChallenge this year? www.usip.org/peacedaychallenge*
 - **English:** *In a year like no other, peace is still possible. What will you do for this year's virtual #PeaceDayChallenge? www.usip.org/peacedaychallenge*
 - **English:** *Join the virtual #PeaceDayChallenge 2020 to share what you're doing for peace: www.usip.org/peacedaychallenge*
 - **English:** *I'm taking the virtual #PeaceDayChallenge this year and I'm encouraging [XXXXX] and [XXXXX] to join me: www.usip.org/peacedaychallenge*
 - **Spanish:** *El Día Internacional de la Paz se acerca! ¿Vas a hacer una cosa por la paz? #PeaceDayChallenge www.usip.org/peacedaychallenge*
 - **Arabic:** *لجأ نمدح او ءيش ل ع ف ب م وقت س له !ة برقم ى لع م ال س ل ل ي ل و د ل ا م و ي ل ا م ال س ل ا #PeaceDayChallenge www.usip.org/peacedaychallenge*



- ✓ **Tag** [@usinstituteofpeace](#) on Facebook, [@USIP](#) on Twitter, and [@usipeace](#) on Instagram so we can share!

On September 21, the International Day of Peace:

- ✓ Check out our [completed interactive photomosaic](#) and search for your own #PeaceDay-Challenge photo, and share it on social media with your followers! It will demonstrate how each of us still has a meaningful role to play in making peace possible.
- ✓ **Share a photo, video or message** about how you or your organization is taking up the #PeaceDayChallenge! Here are a few ideas:
 - **English:** *We're doing [XXXXXX] for the virtual #PeaceDayChallenge 2020! Learn more: www.usip.org/peacedaychallenge #PeaceDay*
 - **English:** *Today, join us in taking the virtual #PeaceDayChallenge: www.usip.org/peacedaychallenge #PeaceDay*
 - **English:** *In a year like no other, peace is still possible. Today, we're participating in the virtual #PeaceDayChallenge—how will you take action for peace? www.usip.org/peacedaychallenge*
 - **Spanish:** *La paz es un reto que todos debemos aceptar. Únete hoy con nosotros en #PeaceDayChallenge www.usip.org/peacedaychallenge #PeaceDay*
 - **Arabic:** *ان وكراشم ويلا. هلبقتن نأ أعيم ج ان يل ع يدحت وه م السل ل لوصول ا #PeaceDayChallenge www.usip.org/peacedaychallenge #PeaceDay*
- ✓ **Ask your followers** to take an action for the #PeaceDayChallenge and share it.

After September 21:

- ✓ **Keep the conversation about peace going!** Find more ways to stay engaged at www.usip.org.
- ✓ **Remember:** In a year like no other, peace is *still* possible.

