

Social Media Plan

World Humanitarian Summit 23-24 May



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1. CONTEXT

The international community comes together at the World Humanitarian summit in Istanbul on 23-24 May 2016 to reshape the way relief aid is delivered. The EU will be represented by VP Georgieva, Commissioner Stylianides and Commissioner Mimica.

2. COMMUNICATION OBJECTIVES

- Highlight the EU's role as a major humanitarian donor and key policy-setter
- Emphasise that the EU and its Member States jointly call for a global partnership for more effective and efficient humanitarian aid

3. MATERIAL

- Facebook, Twitter and Google+ cover photo (attached)
- 8 graphics on for Facebook and Twitter (attached)
- ECHO webpage on the World Humanitarian Summit: <http://bit.ly/1JeG3sn>
- Factsheet on WHS: <http://bit.ly/1TSDFzO>
- Video promoting EU humanitarian aid at the WHS in [EN](#), [FR](#), [ES](#), [DE](#) (available in all EU and UN languages upon request)
- Blog posts: <http://bit.ly/1RzwhjB>
- Curtain raiser press release and memo (to be published on 20 May)
- Press release (planned to be published on 24 May)

4. TWITTER

Please tag ECHO (@eu_echo) and our partners in tweets to allow us to track our reach and retweet, favourite, etc. Photos can be tagged with up to 10 handles (use for partners, organisations etc.)

- ECHO: @eu_echo
- Commissioner Stylianides: @StylianidesEU
- DEVCO: @europeaid
- Commissioner Mimica: @MimicaEU
- VP Georgieva: @KGeorgievaEU
- World Humanitarian Summit: @WHSummit
- Hashtags for the World Humanitarian Summit: #ShareHumanity, #ReShapeAid

General tweets:

EU will call for a reshape of the global humanitarian system at the @WHSummit - just X days to go! #ShareHumanity <http://bit.ly/1s5IMV8> [video]

"The world is changing and our strategies need to catch up" - @StylianidesEU

<http://bit.ly/1JeG3sn> #ShareHumanity



1 billion people live in conflict zones - twice the population of the #EU. We must #ReShapeAid to reach more: <http://bit.ly/1s5IMV8> [video]

The # of people affected by #humanitarian crises has almost doubled over the past decade. It's time to #ReshapeAid: <http://bit.ly/1JeG3sn>

We must strengthen cooperation in the humanitarian system. EU will tackle that and more at @WHSummit <http://bit.ly/1JeG3sn> #ShareHumanity

Tweets on the EU's priorities: (Visuals in higher resolution attached to the email)

Let's reaffirm the humanitarian principles, too often neglected <http://bit.ly/1JeG3sn> @eu_echo
#ShareHumanity



We need to ensure access for relief to reach vulnerable populations <http://bit.ly/1JeG3sn> @eu_echo
#ShareHumanity



Protecting the most vulnerable = a core responsibility in humanitarian aid <http://bit.ly/1JeG3sn>
#ShareHumanity



Let's pool all knowledge & resources for better, more efficient aid delivery <http://bit.ly/1JeG3sn>
#ShareHumanity



Humanitarian responses should be as local as possible & as int'l as necessary <http://bit.ly/1JeG3sn>
#ShareHumanity



We need to broaden the humanitarian funding base and ensure the most efficient use of every € of aid
 #ShareHumanity



Amid increasing global crises, even greater need for humanitarian aid and development to work together
 #ShareHumanity



Let's #ReShapeAid for a better future! Follow us at @WHSummit on 23-24 May <http://bit.ly/1JeG3sn>
 #ShareHumanity



5. FACEBOOK

- ECHO: <https://www.facebook.com/ec.humanitarian.aid> (tag with @ec.humanitarian.aid)
- Commissioner Stylianides: <https://www.facebook.com/pages/Christos-Stylianides/62854856087>
- DEVCO: <https://www.facebook.com/europeaid/>
- Commissioner Mimica: <https://www.facebook.com/MimicaEU/>
- VP Georgieva: <https://www.facebook.com/KristalinaGeorgieva>
- World Humanitarian Summit: <https://www.facebook.com/WHSummit/>

Suggested posts:

Today, some 125 million men, women and children worldwide are in need of humanitarian aid. At this critical time, the international community will come together at the first ever World Humanitarian Summit in [insert] days in Istanbul to rethink the way relief aid is delivered.

As a major humanitarian donor and key policy-setter, the EU has an important role to play and has agreed with its Member States on a common vision for how to reshape the global humanitarian system.

Read about it here: <http://bit.ly/1NsXCxP>

#ShareHumanity #ReShapeAid @ec.humanitarian.aid



At the first-ever World Humanitarian Summit taking place 23-24 May in Istanbul, Turkey, the EU and its Member States will jointly call for a reshape of the global humanitarian system.

Investing in resilience, ensuring more efficient and effective financing, promoting respect of International Humanitarian Law and bridging the gap between the humanitarian and development work are among the key priorities for the EU.

Read more: <http://bit.ly/1NsXCxP>

#ShareHumanity #ReShapeAid @ec.humanitarian.aid



6. USEFUL FACTS & FIGURES

- Today, more than 125 million men, women and children worldwide are in need for on humanitarian aid
- The World Humanitarian Summit is a once-in-a-generation opportunity for the global community to strengthen and reshape humanitarian action
- 5 000 humanitarian stakeholders will gather at the summit to make the overstretched humanitarian system fit for current and new challenges
- The European Union endorsed all core commitments put forward by the United Nations and will put forward over 80 individual action commitments
- The European Commission has been actively involved in the two-year preparations preceding the Summit
- Over 23 000 stakeholders such as governments, business, aid organisations, civil society, affected communities and youth groups were consulted
- Objectives of WHS: find ways to better tackle humanitarian; develop strong partnerships and seek innovative solutions to current and future challenges
- Investing in resilience, ensuring more efficient and effective financing, promoting respect of International Humanitarian Law and bridging the gap between the humanitarian and development work are among the key priorities for the EU