

Ensure that the HRTWS is included in the Declaration of the Post-2015 Development Agenda

SOCIAL MEDIA STRATEGY SHEET



Join us for a weeklong Twitter campaign (Monday 27 April- Friday 1 May)

Follow the campaign page on twitter: @HRtoH20

We will be tweeting throughout the week—re-tweet us as we go!

Campaign background:

United Nations Member States have explicitly recognized water and sanitation as a human right. [UNGA Resolution 64/292 The human right to water and sanitation](#) “Recognizes the right to safe and clean drinking water and sanitation as a human right that is essential for the full enjoyment of life and all human rights.”

We are campaigning to include the human right to water and sanitation in the Declaration of the Post-2015 Development Agenda. Engaging on social media will complement our advocacy via sign-on letters at the national and international levels.

Goal:

Send key messages targeted to Ambassadors, UN agencies, UN Missions, etc. that can influence the drafting of the Post-2015 political Declaration, asking them to explicitly name the human right to water and sanitation in the Declaration

Strategy:

Use the #DeclareHRTWS hashtag in your messages targeted at national and international players (at the UN level: @UN, @sustdev, @irishmissionUN, @UN_water; national level: your UN mission of your country) Sample twitter messages and key handles are listed below.

We invite you to join us in targeting these key players every day of next week (April 27-May 1) along with tweeting at your national missions every day:

Monday: @sustdev (Twitter handle for the Post-2015 Intergovernmental Process)	Example: @sustdev Make the SDGs transformational. #DeclareHRTWS in the #Post2015 Declaration
Tuesday: @UN (Twitter handle of the UN)	Example: @UN #DeclareHRTWS in the #Post2015 Development Agenda Declaration
Wednesday: @irishmissionUN (Twitter handle of the UN mission of Ambassador Donoghue, co-facilitator of the Post-2015 Intergovernmental Negotiations)	Example: @irishmissionUN Include the human right to water and sanitation in the Declaration of the #Post2015 Development Agenda #DeclareHRTWS
Thursday: @UNrightswire (Twitter handle of OHCHR)	Example: @UNrightswire Push to include the human right to water and sanitation in the Declaration of the #Post2015 Development Agenda #DeclareHRTWS
Friday: @UN_water (Twitter handle of the UN agency UN Water)	Example: @UN_water Help us make the human right to water and sanitation a reality. Push to #DeclareHRTWS in the #Post-2015 Declaration!
Daily national mission example: @USUN #DeclareHRTWS in the #Post2015 Development Agenda Declaration	

Hashtag: #DeclareHRTWS

Sample Tweets:

3.5 billion people's right to water remains unmet. Change this in Post-2015! #DeclareHRTWS in the #Post2015 Political Declaration

Include the human right to water and sanitation in the Declaration of the #Post2015 Development Agenda #DeclareHRTWS

Make the Post-2015 Development Agenda transformational! #DeclareHRTWS in the Declaration

Make sustainable development a reality-- include the Human Right to Water and Sanitation in the #Post2015 Declaration #DeclareHRTWS

Declare the Human Right to Water and Sanitation in the #Post2015 Declaration #Declare HRTWS

Make the SDGs transformational! #DeclareHRTWS in the #Post2015 Declaration

#DeclareHRTWS in the #Post2015 Development Agenda Declaration

We love our human right to water! #DeclareHRTWS in the #Post2015 Declaration

Why should the public pay for private profit? #DeclareHRTWS in the #Post2015 Declaration

Human rights over corporate gains #DeclareHRTWS in the #Post2015 Declaration

Because water and sanitation is a matter of human rights: #DeclareHRTWS in the #Post2015 Declaration

My rights, our rights. Include the human right to water and sanitation in the #Post2015 Declaration! #DeclareHRTWS

Water and Sanitation is a human right #DeclareHRTWS in the Post-2015 Declaration

Deliver on human rights in the SDGs #DeclareHRTWS in the Declaration

Make the political Declaration transformational #DeclareHRTWS in the #Post2015 Declaration

Key handles:

United Nations: @UN

Mission of Ireland (Twitter handle of the UN mission of Ambassador Donoghue, co-facilitator of the Post-2015 Intergovernmental Negotiations): @irishmissionUN

President of the General Assembly: @UN_PGA

UN Spokesperson: @UN_Spokesperson

OHCHR: @UNrightswire

NGLS: @UNNGLS

Post-2015 process: @sustdev

Holy See: @HolySeeUN

Palestine: @Palestine_UN

Africa Union: @AUobsUN

European Union: @EUatUN

UN Women: @UN_Women

UN Water: @UN_Water

Country handles:

Afghanistan - @AfghanMissionUN

Albania - @AlMissionUN

Algeria

Andorra

Angola

Antigua and Barbuda - @ABNYOffice

Argentina - @ArgentinaUN

Armenia

Australia - @AustraliaUN

Austria - @MFA_Austria

Azerbaijan - @AzMissionUNHQ

Bahamas
Bahrain - @BahrainMsnNy
Bangladesh
Barbados
Belarus
Belgium
Belize - @BelizeMissionUN
Benin - @UNBenin
Bhutan
Bolivia
Bosnia and Herzegovina
Botswana
Brazil - @Brazil_UN_NY
Brunei Darussalam
Bulgaria - @Bulgairia_UN
Burkina Faso
Burundi
Cambodia
Cameroon
Canada - @CanadaUN
Cape Verde
Central African Republic
Chad
Chile - @ChileONU
China
Colombia - @ColombiaONU
Comoros
Congo (Republic of the)
Costa Rica
Côte d'Ivoire - @CotedIvoire_UN
Croatia
Cuba
Cyprus - @CyprusUN
Czech Republic - @CzechUNNY
Democratic People's Republic of Korea - @KOR_mission_UN
Democratic Republic of the Congo
Denmark - @Denmark_UN
Djibouti
Dominica
Dominican Republic
Ecuador - @MisionEcuONUNY
Egypt
El Salvador - @ElSalvadorUN
Equatorial Guinea
Eritrea – @Eritrea_UN
Estonia

Ethiopia - @Ethiopia_UN
Fiji - @ThomsonFiji (Permanent Representative)
Finland - @FinlandUN
France - @franceonu
Gabon
Gambia
Georgia - @GeorgiaUN
Germany - @GermanyUN
Ghana
Greece - @GRUN_NY
Grenada
Guatemala - @GuatemalaONU
Guinea
Guinea-Bissau
Guyana
Haiti
Honduras
Hungary
Iceland - @IcelandUN
India - @IndiaMission2UN
Indonesia - @indonesiaUNNY
Iran - @IranUNMission
Iraq - @iraq_un
Ireland - @irishmissionun
Israel - @IsraelinUN
Italy - @ItMissionUNNY
Jamaica
Japan
Jordan - @JordanUN_NY
Kazakhstan
Kenya
Kiribati
Kuwait
Kyrgyzstan
Lao People's Democratic Republic
Latvia - @LatviaUN_NY
Lebanon - @LebanonUN
Lesotho
Liberia
Libya
Liechtenstein - @LiechtensteinUN
Lithuania - @LithuaniaUNNY
Luxembourg - @LuxembourgUN
Madagascar
Malawi
Malaysia

Maldives - @MVPMNY
Mali
Malta
Marshall Islands
Mauritania
Mauritius
Mexico - @MexOnu
Micronesia (Federated States of)
Monaco
Mongolia
Montenegro
Morocco
Mozambique
Myanmar
Namibia
Nauru
Nepal - @DurgaPabhat (Permanent Representative)
Netherlands - @NLatUN
New Zealand - @NZUN
Nicaragua
Niger
Nigeria
Norway - @NorwayUN
Oman
Pakistan - @PakistanUN_NY, @PakistanUN
Palau
Panama - @Panama_UN
Papua New Guinea
Paraguay
Peru
Philippines
Poland - @PLinUN
Portugal
Qatar
Republic of Korea
Republic of Moldova
Romania
Russian Federation - @RussiaUN
Rwanda - @RwandaUN
Saint Kitts and Nevis
Saint Lucia
Saint Vincent and the Grenadines
Samoa
San Marino
Sao Tome and Principe
Saudi Arabia

Senegal
Serbia
Seychelles
Sierra Leone
Singapore - @SingaporeUN
Slovakia
Slovenia - @SLOtoUN
Solomon Islands
Somalia
South Africa - @SAMissionNY
South Sudan
Spain - @SpainUN
Sri Lanka
Sudan
Suriname
Swaziland
Switzerland - @swiss_un
Sweden - @SwedenUN
Syria
Tajikistan
Thailand - @ThailandUN
The former Yugoslav Republic of Macedonia
Timor Leste
Togo
Tonga
Trinidad and Tobago
Tunisia
Turkey
Turkmenistan
Tuvalu
Uganda - @UgandaMissionNY
Ukraine
United Arab Emirates - @UAEMissionToUN
United Kingdom - @UKUN_NewYork
United of Republic of Tanzania
United States - @USUN
Uruguay
Uzbekistan
Vanuatu
Venezuela
Viet Nam
Yemen - @Yemen_MissionNY
Zambia - @ZambiaUN
Zimbabwe