



Social Media Tool Kit

INTERNATIONAL DAY OF PEACE

#Action9/21

#InspireACultureOfPeace

The African Artists Peace Initiative (AAPI) was founded in May 2014, as a Pan-African movement of artists and peace-makers, championing a culture of peace and non-violence in Africa. The overarching objective is to use "**ARTS**" as a weapon and tool for nurturing a culture of **peace** based on values, attitude, and ways of life conducive to the promotion of peace among individuals, groups and society.

AAPI, shall be launching its first international activities on the 21st of September, 2015. As stated by the United Nations, " Each year the International Day of Peace is observed around the world on 21 September. The General Assembly has declared this as a day devoted to strengthening the ideals of peace, both within and among all nations and peoples." As AAPI, we shall be joining the world as "Artists" and "Peacemakers" using different creative mediums in expressing the need to maintain and propagate the culture of peace, justice and security for all.

The campaign **#Action9/21** takes place on the 21st of September, 2015 under the theme '**#InspireACultureOfPeace**'. This is an opportunity to Show, Share, and Spread across Africa and the world - What Peace Means To Us! *The African Artists Peace Initiative (AAPI)* intends to make a unique contribution to peace advocacy and education through the creative arts. More importantly, AAPI will demonstrate how the arts can be applied to achieve important social objectives in the African society.

This social media toolkit provides sample messages and materials urging leaders to do more to address challenges and social ills faced by Africa that are a hindrance to realizing PEACE.

Participants and partners are welcome to use this toolkit to support their own communications work and advocacy outreach throughout Africa and globally beyond the **#InternationalPeaceDay**. This toolkit also urges the African citizen to promote peace, to respect life and focus their energy on building our continent. Feel free to share with your network through social media channels, blogs, websites and emails.

Kindly plan to share any of these messages before September 20th, 11:30 GMT using **#InspireACultureOfPeace**. On September 21st, we shall take to the internet!

"Those who love peace must learn to organize as effectively as those who love war."

Martin Luther King Jr.

Activities

Take #Action9/21 by:

1. Sharing this toolkit within organizations, networks and movement
 - Using Twitter, Facebook and Instagram hashtags:
**#AAPI #InspireACultureOfPeace #MyPeace #ArtistSpeak
#PeaceInOurDNA #TheAfricaWeWant #WhyPeace #WinkForPeaceSelfie #WeAre1ne
#WeAreAfrica**
2. Submitting articles/blogs to be shared on the AAPI website (www.aapiafrica.org)
3. Creating a short (1min) video, take a photo or make a collage that is reflective of the day's mission. Use all of the above hashtags and share on/with Official Facebook page: African Artist Peace Initiative as well as on Twitter: @aapiafrica
4. Creating a short (15sec) video, take a photo or make a collage that is reflective of the day's mission. Use all of the above hashtags and share on Instagram
5. Introducing a peacemaker to us from your community through Photographs.
*Remember: Creativity is encouraged. Photos while volunteering and selfies with a diverse group of friends can all reflect our mission. Let us support powerful imagery.

***Also, with each post be sure to tag AAPI social media accounts, this is very important for us to track our footprint and create awareness of what AAPI is all about.**

Twitter: @AAPIAFRICA

Instagram: AAPIAFRICA

Facebook: African Artists Peace Initiative (AAPI)

When possible, share the AAPI website (www.aapiafrica.org)

FOLLOW, SHARE, TWEET, RETWEET

As we see them, our official accounts will also be sharing and retweeting.

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