



MY World 2015 week-long social media action:

21st – 28th January 2013

Coordination: United Nations Millennium Campaign

Social Media Package

Below, we have provided content and messaging for English social media channels. This pack is a guide, so please feel free to choose the content that works best for you, adapting to local contexts as required.

We would encourage all partners, where possible, to connect through their regional and country offices, on any platforms in UN languages (Arabic, Spanish, French, Russian and Chinese).

The guidance aims to encourage UN agencies and partners to begin promoting the MY World survey as the entry point into the post-2015 process, from which citizens across the world will share their voice with global leaders through UN-led initiative.

Results of the survey will firstly be submitted to the Secretary General's [High Level Panel for Post-2015](#) before their meetings in Monrovia, Bali and New York and will feed into their final report and recommendations for a new development framework in May 2013.

On-line & social media actions to launch

1. **Encourage the public to vote and to share through their social media accounts**
2. **Post a short piece on all UN and partners' websites**
Story and image included in pack. Please change as required.

Content is divided by general outreach & by issue-based outreach. Select as required and please post as often as you can, starting Monday, 21 January.

If you use the images in the pack, please include the caption and credit where applicable.

Language packages, web story and images are available [here](#)

Suggested messages by category:



Introductory messages for all stakeholders

Join citizens across the globe in voting on how to support our planet & combat poverty #post2015. Join me, YOUR voice matters. goo.gl/XWb4G

Join MY World, where citizens worldwide vote on how to build on #MDGs successes
[#post2015 goo.gl/rLecu](http://goo.gl/rLecu)

For Global Ambassadors or individuals

I shared with @UN that “*Insert Issue from list below*” is key for a better world #post2015.
Join me & vote goo.gl/XWb4G

(Better job opportunities, Support for people who can't work, A good education, Better healthcare, Affordable and nutritious food, Phone and internet access, Better transport and roads, Access to clean water and sanitation, Reliable energy at home, Action taken on climate change, Protecting forests, rivers and oceans, Equality between men and women, Protection against crime and violence, Political freedoms, An honest and responsive government, Freedom from discrimination and persecution)

I shared with the UN my priorities for building a better world #post2015. Join me & vote
goo.gl/XWb4G

For Organizations

Global leaders want to hear from you! Share your priorities for a better world #post2015.
VOTE and make YOUR voice heard! goo.gl/H2Cd4

.@myworld2015 is the United Nations global survey for a better world. What changes would
YOU vote to see #post2015? goo.gl/rLecu

Together we are building the @worldwewant2015. Start by telling us your priorities for a
better world goo.gl/rLecu





MY World is the United Nations global survey for a better world
This is YOUR chance to be heard!
<http://www.myworld2015.org/>

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What changes would make the most difference in YOUR life?
This is YOUR chance to be heard!
<http://www.myworld2015.org/>

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YOU are 1 of 7 billion voices in the world.
Share with the United Nations your views about the world YOU
want.

<http://www.myworld2015.org/>

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Suggested messages by issue:

A good education



Is access to a good education the biggest challenge facing YOU?
Vote and make your voice heard!
<http://www.myworld2015.org/>

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Which issues can help improve YOUR world #post2015? Better [#education](#)? Vote NOW!
goo.gl/XWb4G

Better transport and roads





Would access to transport and roads improve YOUR life?
Share your priority issues with the UN & vote at MY World 2015
<http://www.myworld2015.org/>

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Which issues can help improve YOUR world #post2015? Better transport & roads? Share your views with the @UN & vote goo.gl/XWb4G

Action take on climate change



Would action on climate change improve YOUR life?
Share your priority issues with the UN & vote at MY World 2015
<http://www.myworld2015.org/>

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Which issues can help improve YOUR world #post2015? #climatechange? Vote NOW! goo.gl/XWb4G

Protecting forests, rivers and oceans



Would protecting forests, rivers and oceans improve YOUR world?
VOTE and make YOUR voice heard!
<http://www.myworld2015.org/>

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Which issues can help improve YOUR world #post2015? Protecting forests, rivers & oceans? Vote NOW! goo.gl/XWb4G

Protection against violence and crimes



Which issues can help improve YOUR world? Greater protection against violence & crimes?

Share your priority issues with the UN & vote at MY World 2015
<http://www.myworld2015.org/>

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Which issues can help improve YOUR world? Protection from violence & crimes? Share your views with the [@UN](https://twitter.com/UN) & vote goo.gl/XWb4G

Better job opportunities



Which issues can help improve YOUR world? Better jobs opportunities?

VOTE and make YOUR voice heard!

<http://www.myworld2015.org/>

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Which issues can help improve YOUR world [#post2015](https://twitter.com/post2015)? Better job opportunities? Vote NOW!
goo.gl/XWb4G

Equality between men and women





Which issues can help improve YOUR world? More efforts for equality between men & women?
Share your priority issues with the UN & vote at MY World 2015
<http://www.myworld2015.org/>

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Which issues can help improve YOUR world #post2015? [#Equality](#) between men & women?
Vote NOW! goo.gl/XWb4G

Better healthcare



Which issues can help improve YOUR world? Access to healthcare?
VOTE and make YOUR voice heard!
<http://www.myworld2015.org/>

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Which issues can help improve YOUR world #post2015? Better [#healthcare](#)? Share your views with the [@UN](#) & vote goo.gl/XWb4G

An honest and responsive government



Which issues can help improve YOUR world? A more responsive government?
Share your priority issues with the UN & vote at MY World 2015
<http://www.myworld2015.org/>

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Which issues can help improve YOUR world [#post2015](#)? A more responsive government? Vote NOW!
goo.gl/XWb4G

Political freedoms



Which issues can help improve YOUR world? Protection of political freedoms?

Vote and make your voice heard!

<http://www.myworld2015.org/>

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Which issues can help improve YOUR world #post2015? Protection of political freedoms? Vote NOW!
goo.gl/XWb4G

Support for people who can't work



Would support for people who can't work change YOUR life? Share your priority issues with the UN & vote at MY World 2015

<http://www.myworld2015.org/>

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Which issues can help improve YOUR world [#post2015](http://post2015.org/)? Support for people who can't work? Vote NOW!
goo.gl/XWb4G

Phone and internet access



Would phone and internet access improve YOUR life? Vote and make your voice heard!

<http://www.myworld2015.org/>

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Which issues can help improve YOUR world [#post2015](#)? Wider phone & internet access? Vote NOW!
goo.gl/XWb4G

Affordable and nutritious food



Better access to affordable & nutritious food?
Share your priority issues with the UN & vote at MY World 2015
<http://www.myworld2015.org/>

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Which issues can help improve YOUR world [#post2015](#)? More affordable & nutritious food? Vote NOW!
goo.gl/XWb4G

Freedom from discrimination and persecution



What can help build a better world? Freedom from
discrimination/persecution?
VOTE and make YOUR voice heard!
<http://www.myworld2015.org/>

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Which issues can help improve YOUR world [#post2015](#)? Freedom from discrimination/persecution?
Vote NOW! goo.gl/XWb4G

Access to clean water and sanitation





What can help build a better world? Better access to clean water & sanitation?
Share your priority issues with the UN & vote at MY World 2015

<http://www.myworld2015.org/>

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What can help improve YOUR world [#post2015](#)? Access to clean [#water](#) & [#sanitation](#)? Vote NOW!
goo.gl/XWb4G

Reliable energy at home



Would having reliable energy at home change YOUR life?
Vote and make your voice heard!

<http://www.myworld2015.org/>

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Which issues can help improve YOUR world [#post2015](#)? Reliable [#energy](#) at home? Share your views with the [@UN](#) & vote goo.gl/XWb4G

Follow MYWorld2015



For more information on MY World and the UN-led post-2015 development process, please contact

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