



INTERNATIONAL
DAY for the
ERADICATION
of **POVERTY**
17 OCTOBER



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17 October 2020

Social Media Guide

Acting together to achieve social and environmental justice for all



Overview

People who live in extreme poverty are often the ones who are the most affected by climate and environmental change. They are already caught up in a daily struggle against poverty, and now must in addition face the consequences of these new challenges. However, their efforts and experiences often go unnoticed, their ability to take positive action is ignored and their voices are not heard, especially in international bodies.

October 17 is the *International Day for the Eradication of Poverty (IDEP)*, as recognized by the United Nations in its resolution 47/196 of 22 December 1992. On that day, the United Nations ensures that the knowledge, contributions and experience of people living in poverty are recognized and celebrated.

This year, the theme of IDEP is “Acting together to achieve social and environmental justice for all”. The Day offers an opportunity to hear from those who are at the forefront of fighting poverty and resisting the impact of climate change and natural disasters.

On October 17, an online global commemoration will feature video messages from people and communities living in poverty who are facing the adverse effects of environmental degradation and climate change. Their experiences demonstrate that social injustice and environmental injustice often go hand-in-hand. The solutions are therefore also closely linked.

Because their design and implementation will require the mobilization of all sectors of society, the commemoration will also include messages from the UN Secretary-General and other actors at the international level.

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Practical information

To follow the worldwide commemoration, there are two possibilities:

- The video of the global commemoration will be uploaded on [ATD Fourth World's](#) Youtube channel, so that it can be watched by audiences around the world at any time on October 17, 2020 (the program will be available as of 12:00am EST time).
- A global interactive event will be organized on Facebook Watch Party at 11:00am New York time and 5:00pm Paris time. Please follow [ATD Fourth World Facebook Page](#) for more details.

For access to these links and technical details, please register on this [Eventbrite Page](#).

Social Media

From September 17th to October 17th, a **30-day social media campaign (#30daysforEcoSocialJustice)** will feature daily posts on ATD Fourth World's International [Twitter](#) and [Facebook](#) accounts and bi-weekly posts on [LinkedIn](#) and [Instagram](#).

Please follow our accounts to like and retweet our posts as much as possible!



This Social Media Guide provides below sample images, tweets, and messages to be disseminated on social media by the UN system, civil society organizations and individuals.

Key Twitter Accounts to follow. tag and retweet from:

ATD Fourth World related accounts:

@ATD4thWorld

@socialchoices

@ATD4thWorld_US

@JosephWresinski

@ATD_Europe

@icoct17

Member State

@franceonu (Permanent Mission of France to the UN)

United Nations related accounts:

@UN

@UNHumanRights

@UNDESA

@SRSGVAC (UN SRSG on Violence against Children)

@UNICEFSocPolicy

@UNYouthEnvoy

@UNDP

@AntonioGuterres (Secretary General of the UN)

@UNECOSOC

@srpoverity (UN SR on extreme poverty and human rights)

Hashtags in English for September 17 to October 17 campaign

#30daysforEcoSocialJustice

#EndPoverty #EcoSocialJustice

#StopPoverty #IDEP2020

Social Media Cards (click to access full picture and download)



Sample Tweets

This year, the International Day for the Eradication of Poverty will go digital! Join us from anywhere in the world! RSVP here: endpoverty2020.eventbrite.com
#30daysforEcoSocialJustice

Let's act together to achieve #EcoSocialJustice for all - add your voice! #IDEP2020
endpoverty2020.eventbrite.com

All human beings are born free and equal in dignity and rights. Act together to achieve social and environmental justice for all #30daysforEcoSocialJustice #IDEP2020

#30daysforEcoSocialJustice - Join the movement to #StopPoverty - follow the global commemoration online by registering here: endpoverty2020.eventbrite.com

3 Days to October 17 - follow online or find an event near you:
<http://overcomingpoverty.org/oct17/2020/all-countries> #EndPoverty
#30daysforEcoSocialJustice

Useful websites

Register here: Eventbrite

<https://www.eventbrite.com/e/global-commemoration-for-the-intl-day-for-the-eradication-of-poverty-2020-tickets-119904199689>

IDEP 2020-UN DESA

<https://www.un.org/development/desa/socialperspectiveondevelopment/international-day-for-the-eradication-of-poverty-homepage/2020-2.html>

IDEP-UN

<https://www.un.org/en/events/povertyday/>

ATD Fourth World

<https://www.atd-fourthworld.org>

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