



# **WORLD CONFERENCE ON YOUTH 2014**

**Social Media Pack**

**WCY2014**

**Colombo, Sri Lanka**

**6<sup>th</sup> - 10<sup>th</sup> May**

## #Hashtag

The overarching hashtag for all World Conference on Youth 2014 related updates will be #WCY2014.

When the tweet or post is related to a certain theme or topic, then the WCY2014 hashtag should be followed by the theme/topic. For example: #WCY2014employment #WCY2014equality #WCY2014edu

Use keywords and hashtags like: #post2015 #youth #employment #SRHR (among others). These will also help take the conversation to larger audiences and have a greater reach.

## Social Media Package

This social media communications package includes content and messaging for social channels related to the WCY 2014. Please note, that some content is time sensitive.

You may use the links provided, pictures, and videos and attach them to your social media posts for better engagement!

This content is designed to engage social media audiences on WCY2014, creating dialogue and discussion and raising awareness around key messages, which will be shared and amplified by our supporters.

If you have any questions regarding social media please email us at [socialmedia@wcy2014.com](mailto:socialmedia@wcy2014.com) or tweet to us with the hashtag #WCY2014.

**Access images via Dropbox, including official cover photo: <http://bit.ly/1pJlvo0>**

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## Conference Spokesperson



Chairman/ Director General of the National Youth Services Council of Sri Lanka- Mr. Lalith Piyum Perera is the official spokesperson of WCY2014.

You can follow him on twitter for updates @chairmanyouth.

# Stay Connected

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[www.wcy2014.com](http://www.wcy2014.com)



Facebook- <http://on.fb.me/1mte6DW>



Twitter- <http://bit.ly/wcy2014twitter> @WCY\_2014



Instagram - <http://bit.ly/RKpz8J>



Blog - [www.wcy2014.com/blog](http://www.wcy2014.com/blog)



Google+ <http://bit.ly/1ppx1ER>

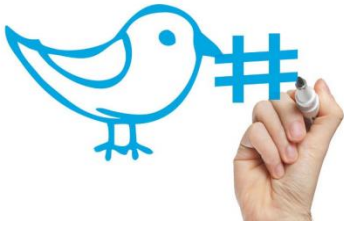


YouTube - <http://bit.ly/1nnJY0a>



Email – [socialmedia@wcy2014.com](mailto:socialmedia@wcy2014.com)

**\*\*Meet the 20 social media fellows at WCY2014 via this link:**  
<http://bit.ly/1kmSE1Q>



## HASHTAGS

### **Official hashtag #WCY2014**

#### FOUNDATIONS

Achieving Good Governance & Accountability – **#WCY2014gov**

Inclusive Youth Participation at All Levels - **#WCY2014participation**

Youth Rights - **#WCY2014rights**

Globalization/ Inclusive Youth-Led Development (MOI) - **#WCY2014global #WCY2014Dev**

Ending Systemic Inequalities – **WCY2014inequality**

Gender Equality – **#WCY2014gender**

Empowering Marginalized Youth Including Most at Risk Young People - **#WCY2014MARYP  
#WCY2014marginalized**

#### THEMATIC AREAS

Realizing Equal Access to Quality Education - **#WCY2014edu**

Full Employment and Entrepreneurship - **#WCY2014employment**

Poverty Eradication and Food Security - **#WCY2014poverty #WCY2014foodsec**

Promoting Healthy Lives and Access to Health - **#WCY2014health**

Environmental Protection, Emergency Preparedness and Youth Centered Urbanization - **#WCY2014env  
#WCY2014urban #WCY2014DRR**

Realizing peace, Reconciliation and Ending Violence - **#WCY2014peace #WCY2014violence**

Ensuring Inclusive Recreation, Sports and Cultures - **#WCY2014sport #WCY2014culture**

Other hashtags: **#WCY2014selfies**

# Selfies - #WCYselfies



We all know that selfie madness is taking the world by storm and we encourage all WCY2014 participants to take selfie's before, during, and after the conference.

**REMEMBER: TO ALWAYS USE THE SELFIE HASHTAG: #WCYselfies**

# Instagram: wcy\_2014



Instagram is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr & Flickr. A distinctive feature is that it confines photos to a square shape, similar to Polaroid images, in contrast to the 16:9 aspect ratio now typically used by mobile device cameras. You are also able to record and share short videos lasting for up to 15 seconds. So don't forget to experiment with videos too!

# Facebook – Subscribe to notifications!



Remember to subscribe to notifications on the official Facebook page so that you don't miss out on any important updates ☺

# **Live Tweeting – What is it?**

This basically means tweeting in real time or as the conference/event unfolds

A few important things to remember:

1. Use the event hashtag.
2. Tag speakers and organizations in your tweets. This will not only make your presence known to those participating, but will also increase your chances of being retweeted.
3. Try your best to engage with other live-tweeters. Use the hashtag to search for others who are tweeting in other sessions and start a conversation, to increase chances of being retweeted.
5. Don't forget to take pictures! According to Social News Daily, tweets with pictures are 94 percent more likely to be retweeted
6. Each piece of information you tweet should be able to survive on its own, independent of the tweets that preceded or followed it. If and when you are retweeted, your new audience viewing that tweet may not have seen your other tweets, so it's important that it makes sense to them.
7. Watch the other conference hash tags. In addition to tweeting out the session you're attending, look out for the tweets coming out of other sessions and roundtables.
8. TweetChat is a great tool for live tweeting. It allows you to track just the tweets coming from one hash tag, and will automatically add the tag to the end of every tweet you post from the tool.

**THE FOLLOWING ARE SAMPLE TWEETS/POSTS THAT MAY BE USED. (THIS IS TO GIVE YOU A ROUGH IDEA ON HOW TO USE HASHTAGS AND HANDLES)**

**WCY2014 General Posts/Quotes/Questions**

***Twitter***

1. What are the biggest challenges the #youth needs to address for the post-2015 development agenda? #WCY2014
2. How can #youth work together to influence the post-2015 development agenda at #WCY2014
3. How can we #empower youth and build youth partnerships in the post-2015 development agenda? #WCY2014
4. Do you believe the #youth should have active participation in the post-2015 development agenda? #WCY2014
5. Raise your voice, be heard at #WCY2014 and make a change to your world beyond-2015
6. In the context of the post-2015 agenda, we need young people's input to make a difference #WCY2014
7. "We need #WCY2014 to make sure that we have a strong outcome in the post-2015 agenda, that relates to youth"– Mr. Lloyd Russel @lloyd\_rm
8. #Youth have to be the center of development across the world in the post-2015 agenda – Mr. Lloyd Russel @lloyd\_rm
9. We need #WCY2014 to make sure that we have a strong outcome in the post-2015 agenda, that relates to #youth"– Mr. Lloyd Russel Moyle @lloyd\_rm
10. Never have there been 1.8 billion young people in the world, ever -Ravi Karkara, Global advisor to #WCY2014
11. For #SriLanka to organize #WCY2014 is absolutely unprecedented and historic - Mr. Ravi Karkara, Global advisor for #WCY2014
12. #WCY2014 will really put Asia onto the global map, where majority of #youth reside - Mr. Ravi Karkara, Global advisor to WCY2014.
13. #SriLanka has been one of the most brilliant examples of #youth development & participation" - Ravi Karkara, Global advisor to #WCY2014.
14. Investing in #youth helps overcome challenges like poor education,violence against women,healthcare,high unemployment- @UN SG Ban Ki Moon
15. "Help empower #youth and help shape future innovators"- @UN Secretary general Ban Ki Moon. <http://bit.ly/1fUWQYt>
16. Amina Mohammed, special Adviser on Post-2015 Development Planning, insisted on the important role of the #youth. #WCY2014 #post2015 @UN

## Facebook

1. “We need #WCY2014 to make sure that we have a strong outcome in the post-2015 agenda, that relates to youth”– Mr. Lloyd Russel Moyle, Co-chair of the IYTF.
2. “Post 2015 meaning everything that’s important to developing our countries across the world and youth have to be at the center of that” - Mr. Lloyd Russel Moyle, Co-chair of the IYTF.
3. #WCY2014 is a unique opportunity to bring ministers and young people together to make sure young people are at the heart of the future of our planet. – Mr. Lloyd Russel Moyle, Co-chair of the IYTF.



4. “Never have there been 1.8 billion young people in the world, ever. It is a great recognition to see that we have an increasingly young world”. – Mr. Ravi Karkara, Global advisor to WCY2014
5. For Sri Lanka to organize the world conference on youth is absolutely unprecedented and historic. It really puts Asia onto the global map, where majority of youth reside. – Mr. Ravi Karkara, Global advisor to WCY2014
6. Sri Lanka has been one of the most brilliant examples of youth development and participation”. – Mr. Ravi Karkara, Global advisor to WCY2014



7. #WCY2014 has been endorsed by the UN in a series of resolutions adopted over the last 2 years, it has also brought in the international community – Dr. Palitha Kohona, permanent representative of Sri Lanka to the United Nations





8. UN Secretary general Ban Ki Moon urges world leaders to invest in youth and empower #youth:  
<http://bit.ly/1fUWQYt>

## Full Employment and Entrepreneurship

### Twitter

1. Achieving full #employment and #entrepreneurship is one of the 7 themes of #WCY2014
2. What barriers do we face in reaching full #employment among global populations? #WCY2014
3. How do we mobilize proactive attitudes amongst the #unemployed? #WCY2014
4. What can we do to promote #entrepreneurship in the post-2015 agenda? #WCY2014
5. #Youth #employment projections in SE Asia suggest a continuing upward in the coming years for both young men & young women. #WCY2014
6. The global #unemployment rate among 15- 24 yr olds was estimated at 12.6% in 2013, with 73 million people jobless states @ILO #WCY2014
7. How can we work together to change #youthunemployment? #WCY2014
8. Supporting female #entrepreneurs isn't a task for females alone. Do you agree?  
<http://huff.to/1oL9VD5> #WCY2014
9. The healing powers of #entrepreneurship: <http://onforb.es/1dOQabW> #WCY2014 #employment
10. Is #Entrepreneurship something we should be teaching at a young age? <http://bit.ly/1kLioZz> #WCY2014
11. We need to facilitate a generation of job creators, not job seekers! #WCY2014 #employment
12. Name 3 types of #skills needed to develop a path to productive #employment? #WCY2014
13. #vocational skills help develop a path to productive #employment. #WCY2014
14. 1 in 4 young people earn less than \$1.25 per day - <http://bit.ly/1sKvx7o> @UNESCO #WCY2014
15. 1 in 8 young people are #unemployed. #WCY2014 #post2015

## Poverty Eradication and Food Security

### Twitter

1. #PovertyEradication and #FoodSecurity is one of the 7 themes of #WCY2014
2. What steps can we take towards #povertyeradication in the post 2015 agenda? #WCY2014
3. How can we ensure access to sufficient, safe, and nutritious food? #WCY2014 #foodsecurity

4. How can we make food and agriculture youth inclusive for long term #foodsecurity& poverty eradication? #WCY2014
5. How do you think #youth can be part of #agriculture development? #WCY2014
6. What can we do to develop rural #youth skills who want to engage in agriculture as a livelihood? #WCY2014
7. How has #globalization affected #poverty and #food security? #WCY2014
8. How can we empower the poor and tap into their tremendous potential? #WCY2014
9. How can we engage #youth in agriculture? <http://bit.ly/1d5NDfV> #WCY2014
10. 12 goals to eradicate #poverty: <http://bit.ly/OnqDNL>
11. How equal rights boost #food security: <http://bit.ly/1nxbKlx>

## Promoting Healthy Lives and Access to Health

### Twitter

1. Promoting Healthy Lives and Access to healthy lives is one of the 7 themes of #WCY2014
2. Empowering #Youth to End Female Genital Mutilation/Cutting - <http://bit.ly/1fEq7AZ> #FGM #WCY2014
3. Sexual and Reproductive Health is a Fundamental Human Right @BabatundeUNFPA <http://bit.ly/1efeTX6> #WCY2014 #SRHR
4. How do we educate youth on the importance of #SRHR? #WCY2014
5. How can we tackle sexual and reproductive health in the post-2015 agenda? #SRHR #WCY2014
6. Tell us why you think universal access to sexual and reproductive healthcare is imperative? #SRHR #WCY2014
7. Motherhood in Childhood: <http://bit.ly/1g7M3V3> @UNFPA #WCY2014
8. State of World Population 2013 -Motherhood in Childhood: Facing the challenge of adolescent pregnancy: <http://bit.ly/1m3ve34> #WCY2014
9. Family Planning: Making the Fundamental Human Right a Reality - <http://huff.to/1gUMDWu> #WCY2014
10. Enabling women to control the number and spacing of their children is essential to reducing maternal deaths - <http://bit.ly/1fXqEOs> #WCY2014
11. Find out how much water is needed to produce our favourite drinks and snacks: <http://bit.ly/1hjfVhL> @FAO #WCY2014
12. Young people, 15 to 24 years old, accounted for 40% of all new HIV infections among adults in 2008. <http://bit.ly/1jxRgOe>
13. 20% of adolescents experience a #mentalhealth problem in a year, most commonly depression or anxiety. #WCY2014

## Facebook

14. At its worst, depression can be a frightening, debilitating condition. Millions of people around the world live with depression. Many of these individuals and their families are afraid to talk about their struggles, and don't know where to turn for help. However, depression is largely preventable and treatable. Recognizing depression and seeking help is the first and most critical towards recovery. <http://bit.ly/1hVMCUG> -
15. One in four people will suffer a mental, neurological, or substance use disorder at some point in their life; yet many cannot get access to basic medicines or basic mental health care. The mental health Gap Action Programme (mhGAP) asserts that with proper care, psychosocial assistance and medication, tens of millions could be treated for depression, schizophrenia, and epilepsy and prevented from suicide even where resources are scarce. <http://bit.ly/1pvksTa> @WHO
16. A video for the 60th anniversary of the World Health Organization. It features special guests and children as they breathe life into WHO Constitution and give us their ultimate wish for the future of health. - <http://bit.ly/1hVMJzB> @WHO
17. Promoting sexual and reproductive health for persons with disabilities, WHO/UNFPA guidance note - An estimated 15% of the world's population live with a disability. Persons with disabilities have the same sexual and reproductive health (SRH) needs as other people. Yet they often face barriers to information and services. This guidance note addresses issues of SRH programming for persons with disabilities. It is intended for SRH experts and advocates within UNFPA and WHO as well as those in other development organizations and partners. <http://bit.ly/1nAhYaL->

## Environmental Protection, Emergency Preparedness and Youth-Centered Urbanization

### Twitter

1. #Airpollution is now the world's single largest #environmental health risk: <http://bit.ly/1D88Dn> @WHO @WorldBank
1. Environmental Protection, Emergency Preparedness and Youth-Centered Urbanization is one of the 7 themes of #WCY2014

# Realizing Peace, Reconciliation and Ending Violence

## Facebook

2. "Peace and security, including freedom from political persecution, discrimination, and all forms of violence, are critical for development and a major component of it" - Realizing the Future We Want for All, Report to the Secretary-General - <http://bit.ly/1hz1J8U>
3. Relief Web is an online service of the UN's Office for the Coordination of Humanitarian Affairs. It aggregates news releases, wire reports, studies, publications, maps and other resources that are relevant to the international humanitarian and disaster response community. It released a new feature in which users can see how these reports evolved over time. These reports show where the humanitarian community are involved, and therefore is a proxy for where disasters—manmade or natural—have been most consequential. The result is a fascinating visual-historical exploration of where the humanitarian community has focused over the past fifteen years - <http://trends.rwlab.org/>
4. Violence accounts for nearly 1.4 million deaths per year. This corresponds to over 3 800 people killed every day. Violence is a significant public health, human rights and human development problem. Read 10 facts you didn't know on violence prevention by @WHO <http://bit.ly/1s6MmZS>

## Twitter

5. Realizing Peace, Reconciliation and Ending Violence is one of the 7 themes of #WCY2014
6. Experience and intergovernmental agreements explicitly recognize peace & security, development & human rights as interlinked <http://bit.ly/1hz1J8U> #WCY2014
7. #Peace & #security are critical for development and a major component of it <http://bit.ly/1hz1J8U> - #WCY2014
8. #Peace & #security applies in all societies, including those with sig. levels & multiple hidden forms of violence & injustice: <http://bit.ly/1hz1J8U> #WCY2014
9. "Implementation of a post-2015 development agenda will depend, critically, on effective governance capacities" <http://bit.ly/1hz1J8U> #WCY2014
10. Are school children key to #peace building? <http://bit.ly/1s68801> @UNDPsrilanka #WCY2014
11. Share your stories of community programs geared towards #peace building #endingviolence #WCY2014
12. Empowering #Youth in Sri Lanka. A project by UNDP to promote social cohesion and socio-economic empowerment of communities: <http://bit.ly/1eaZc03> #WCY2014
13. #Reconciliation means different things to different people, significance varies from culture to culture: <http://bit.ly/QEZK9C> #WCY2014
14. Each year, nearly 1.4 million people worldwide lose their lives to #violence <http://bit.ly/1s6MmZS> @WHO #WCY2014

15. Community programmes can play a role in preventing #violence <http://bit.ly/1s6MmZS> @WHO #WCY2014
16. Approximately 565 young people aged 10 to 29 die every day through interpersonal #violence. #WCY2014

## Ensuring Inclusive Sports, Culture & Recreation

### Twitter

1. Ensuring Inclusive #Sports, Culture & Recreation is one of the 7 themes of #WCY2014
2. #Culture and #youth development - <http://bit.ly/1dux8K8> #WCY2014
3. Inspiring change and advocating gender equality through #sport: <http://bit.ly/1IPp4UF> #WCY2014sport
4. Let's bridge the connection between inclusive youth leadership & the concept of meaningful involvement: <http://bit.ly/1hxGA0c> #WCY2014sport
5. Loss of cultural items is detrimental to the cultural identity of the nation of origin: <http://bit.ly/1ggHdJQ> #WCY2014culture
6. #Heritage is identity, don't steal it - <http://bit.ly/1IUU344> #WCY2014culture
7. How can #youth open all the doors to abilities through #sport? <http://bit.ly/1n0CEY2> #WCY2014
8. #Sports provide a universal language to bridge social, racial, gender and religious divides #WCY2014
9. How can we achieve #genderequality in #sport? #WCY2014
10. Share examples of good sportsmanship in your community #WCY2014sport #WCY2014
11. Can #sport bring communities together, or engage different cultures? #WCY2014

### Facebook

12. Special Olympics Project UNIFY® Inclusive Youth Leadership - Unified Sports. Ideas and experiences from youth leaders, of how we can bridge the connection between inclusive youth leadership and the concept of meaningful involvement, within our Unified Sports® Teams. <http://bit.ly/1hxGA0c>
13. Cultural objects are often closely linked with the history and culture of the nation that produced them, and the loss of such items can be detrimental to the cultural identity of the nation of origin - <http://bit.ly/1ggHdJQ>
14. Heritage is identity, don't steal it - <http://bit.ly/1IUU344>

15. How can youth open all the doors to abilities through sport? <http://bit.ly/1n0CEY2>
16. Sports provide a universal language to bridge social, racial, gender and religious divides. In so doing, physical education has the potential to promote peace, develop personal qualities essential to democracy such as leadership, tolerance, solidarity, cooperation and respect, and provide a means of inclusion for marginalized individuals and groups: <http://bit.ly/1nbnGf0>
17. Seeking gender equality in sport: <http://bit.ly/1kPVNI6>

## Realizing Equal Access to Quality Education

### Twitter

1. What is the main priority for #education in the post 2015 development agenda? #WCY2015 #post2015
2. How can we improve #education to better suit young people's needs #WCY2014
3. "Education is the most powerful weapon which you can use to change the world" - Nelson Mandela #WCY2014 #education #nelsonmandela
4. #Education plays an essential role in economic growth and reducing poverty, and contributes to peace and security #WCY2014
5. #Education is a solid shield against #marginalization & social exclusion #WCY2014 #WCY2014education
6. A 15 year old students who attend at least a year of pre-school outperform those who had not <http://bit.ly/1sKvx7o> #WCY2014
7. #Teachers are essential resources for improving the quality of #education. #WCY2014
8. In 112 countries, over 5.4 million schoolteachers are required to achieve THIS goal by 2015 - <http://bit.ly/1sKvx7o> #WCY2014

## FOUNDATIONS

### Youth Rights

#### Twitter

1. How important is #vocational education in the post-2015 agenda for #youth? #WCY2014
2. @UNFPA case for investing in #youth: <http://bit.ly/1hZoTmy> #WCY2014youth
3. Young people make up a disproportionate share of those living in squalid conditions in urban settlements #youthrights #WCY2014
4. #Youth key to strengthening agricultural sector in Africa: <http://bit.ly/PWPZTt>
5. A solution to youth #unemployment? <http://bit.ly/1nnOOHN> #WCY2014

### Empowering Marginalized Youth Including Most at Risk Young People

## Facebook

1. “Disability and poverty are closely linked in developing countries. In Bangladesh it is estimated that there are more than 15 million people with disabilities trapped in this cycle. One sustainable path out is through education and skill development”. Do you agree?

<http://bit.ly/1BHJ5M>

2. A great blog post by IYTF member Senel, on disability: <http://bit.ly/1gs0nIC>
3. “People with disabilities are not passive recipients of services – they are an integral component of the workforce” – Senel Wanniarachchi, IYTF member
4. Youth with disabilities fact sheet by UN Youth - <http://bit.ly/1dPWahG>

## Twitter

1. #Disability and poverty are closely linked in developing countries. How can we change this? <http://bit.ly/1BHJ5M>. #WCY2014
2. Who is Mosharrof Hossain?: <http://bit.ly/1BHJ5M> #WCY2014
3. A great blog post by IYTF member Senel, on #disability: <http://bit.ly/1gs0nIC> #WCY2014
4. What is meant by ‘Most at risk young people? #WCY2014
5. Let’s work together and empower #marginalized youth and most at risk young people! #WCY2014
6. Empowering Marginalized Youth Including Most at Risk Young People – one of the foundations of #WCY2014
7. A huge and largely overlooked market segment – looking at abilities rather than #disabilities <http://bit.ly/1fx6Gyc> @ILO #WCY2014
8. An estimated 15% of the world’s population live with a disability, yet they often face barriers to information & services for #SRHR #WCY2014

## Gender Equality

### Twitter

1. Accelerating Progress on the MDG’s for #Women <http://bit.ly/1cTYGrZ> #WCY2014
2. Building the Future of Africa by Empowering Women and #Youth <http://bit.ly/1nAa9BU> #WCY2014
3. Engaging Adolescent Boys & Young Men for #GenderEquality <http://bit.ly/1pv5PiR> #WCY2014
4. Gender based violence infographic: <http://www.adb.org/features/infographic-gender-based-violence-asia-and-pacific> #WCY2014

## Good governance and Accountability

### Twitter

1. Global surveys indicate that honest & responsive govts ranks amongst the highest priorities for the 'World We Want' <http://bit.ly/1mwkLA7> #WCY2014

## A few guidelines...

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*Social Media blurs the boundaries between personal and work life. When personal opinions are expressed through social media that refer to an external organization, it raises certain ethical challenges. We encourage you to express your opinions, however, we hope that you do consider the context in which they are expressed and do not aim to undermine the conference or organizations involved.*

### Do's

- **Always use #WCY2014 hashtag**
- **Always tag @WCY\_2014 in posts**
- Always link to [www.wcy2014.com](http://www.wcy2014.com) website for relevant content
- Always check with an official before expressing highly sensitive content that could harm people
- Always be mindful of the hashtags used
- Be respectful of others' opinions even if you don't agree with them since many of them will probably have different values and opinions than you.
- Be mindful of the online footprint you're creating.
- Be a 'giver' and not only a 'taker'. Sharing resources and passing on information that you know would be of interest people is a must.



- Know your audience. Your social media strategy is only good if your audience response and relates to the content you share.
- Do tailor your content to the right network. Each social media channel is different and thus different types of content work best. It's all about context.
- Give credits to original author of the content, when re-posting material shared by others
- Respect the privacy of other users/delegates.

### *Don'ts*

- Don't bombard posts with too many hashtags. Use the most relevant ones
- Don't harass or bully persons via social media
- Don't be afraid of haters. Haters are going to be out there and haters gonna hate, there is nothing you can do about it.
- Don't force your thoughts or beliefs onto others in a disrespectful manner – after all, your opinion is just that – yours.