THE WOMEN’S MARCH TO BAN THE BOMB
SOCIAL MEDIA GUIDE

Thank you so much for deciding to join the Women’s March to Ban the Bomb on Saturday 17 June! Hosted by the Women’s International League for Peace and Freedom (WILPF) and coordinated with several other partners, this is a public demonstration centered in New York City to call attention to the negotiations of a treaty to prohibit nuclear weapons. There are over 20 planned solidarity actions

Why do we need to make noise on social media? First, it’s a key way to encourage people to participate whether in NYC or elsewhere. Second, it’s to help spread the message about the nuclear ban treaty and finally, so governments will see, that the majority of people in the world are against nuclear weapons.

This guide is meant to help you and your organizations make some buzz online – before, during and after the event.

FACEBOOK
The Women’s March to Ban the Bomb is on Facebook as an event listed through Reaching Critical Will, the disarmament programme at WILPF. You can find it here: http://bit.ly/2sf89a0

Use the event page to invite your friends to come out, stay current with changes and updates to the event in NYC. You can also post information there about any solidarity events you are part of.

Use YOUR own Facebook page as a platform for sharing photos that you take during the event in NYC or elsewhere as well as sharing the infographics and videos that we are putting out.

INSTAGRAM
Look for our photographic updates at @womenbtb - but hope that you’ll be posting your own all day too! The only rules are to use the two official event hashtags - #nuclearban #womenbanthebomb – and tag us as you go!

TWITTER
If you are on Twitter, please use the following hashtags whenever you write about the nuclear treaty or the Women’s March to Ban the Bomb: #nuclearban and #womenbanthebomb

Tag Women’s March to Ban the Bomb (@WMTBTB) and the Women’s International League for Peace and Freedom (@WILPF) in your tweets. In that way we can re-tweet so your messages will reach a larger audience.

Here are some sample Tweets you can use before and during the March:

Pre-event Tweets:
• Join us for @WMTB TB on 17 June @ 12:00pm near Bryant Park & march along 42nd Street to Dag Hammarskjold Plaza, outside the #UN. #nuclearban

• Spread the word! Invite all to join Women's March to Ban the Bomb here: http://bit.ly/2sf89a0 @WILPF @WMTB TB #nuclearban #womenbanthebomb

[Add photo to tweet: (Twitter-banner)]

• We'll come together in support of a global #nuclearban treaty as a step toward elimination of nuclear weapons #womenbanthebomb

• In 1982, 1 million people marched against the #nuclear arms race; 35 years later we will march again. Join us: bit.ly/2sf89a0 @WMTB TB

During the event Tweets:
• #Nuclear weapons pose a direct threat to Mother Earth—to our air, water & climate. NOW is the time for a #nuclearban! @wilpf @WMTB TB

[Graphic to add:]

• A #nuclear detonation will create humanitarian crisis of catastrophic proportions. We need a #nuclearban! #womenbanthebomb

• We need to bring international attention to the historic convening of a #nuclearban treaty happening at the #UN now. @WMTB TB @WILPF

• We demand nuclear-armed states recognize that majority of the world believes nuclear weapons must be prohibited #nuclearban #womenbanthebomb

• A #nuclearban treaty will stigmatize nuclear weapons & help compel their elimination. We march for a safer world. #nuclearban @WILPF @WMTB TB

• Governments have a duty to serve interests of all people. Not investing in weapons that result in death, poverty & war. #nuclearban @WILPF

[Graphic to add:]
• We're increasing global awareness of the new #UN #nuclearban treaty & the important role of women in peace & disarmament. @WMTB TB @WILPF

[Graphic to add: ]

VISUAL RESOURCES
All of our infographics, banners, videos and poster templates can be found on our website: www.womenbanthebomb.org/resources

There will be more produced up until the 17\textsuperscript{th}, so check back often.

SEND US YOUR PHOTOS!
If you are organizing a solidarity event, please email or share via Drop Box your top photos for inclusion in our Flickr album. Use the womenbanthebomb@reachingcriticalwill.org email address. Of course, post them actively while the event is in progress too.