2014 International Anti-Corruption Day

Social Media Pack

'Break the corruption chain'

CAMPAIGN HASHTAG: #breakthechain

UNODC ACCOUNTS: Twitter | Facebook | Facebook (specific to International Day)
UNDP ACCOUNTS: Twitter | Facebook | Google+ | Pinterest | YouTube | LinkedIn
MICROSITE: www.anticorruptionday.org

** SOCIAL MEDIA IMAGES **

A series of images are available for use on social media and can be downloaded via:
http://bit.ly/1zCEl0A

** FACEBOOK **

(Post theme: 'Break the corruption chain')

Main logo: (NAME: CORR2014_01logo_colors_EN)

The image users can place in their profiles can be used as well.
Profile image: (NAME: fb_profile_logo_corr2014)

IMAGE TO FEATURE IN POSTS: (NAME: fb_cover_corr2014)

Pre-9 December: Post A

Interested in learning more about how you can fight corruption? 'Break the corruption chain' is this year's International Anti-Corruption Day slogan. Visit the campaign website at www.anticorruptionday.org for all the tools and resources, and use #breakthechain in the lead up to 9 December.

Pre-9 December: Post B

Join UNODC* and UNDP* in saying 'Break the corruption chain' in the lead up to this year's International Anti-Corruption Day, 9 December. Spread the word and use your voice to say no to this crime. Visit www.anticorruptionday.org for more info and tips on what you can do.

On 9 December (International Anti-Corruption Day): Post A

Today is International Anti-Corruption Day where we're calling for people to 'Break the corruption chain'. Help spread the message and show your support: share this image* and visit www.anticorruptionday.org to learn more about how we can all play a part in tackling this crime.

On 9 December (International Anti-Corruption Day): Post B

Join UNODC* and UNDP* in calling for people to 'Break the corruption chain' on International Anti-Corruption Day. Show your support in ending this crime and visit www.anticorruptionday.org to find out how you can play your part.

(Post theme: Thunderclap promotion)

Break the corruption chain
Corruption is a serious crime that can undermine social and economic development in all societies.
No country, region or community is immune.
To mark the International Anti-Corruption Day, on 9 December, UNODC and UNDP have developed a joint global campaign, focusing on how corruption affects education, health, justice, democracy, prosperity and development. Join the International Day Thunderclap at http://thndr.it/1HLfopI. You can also visit www.anticorruptionday.org to find more about how you can get involved ahead of the day.

IMAGE TO FEATURE IN POST: (NAME: thunderclap_corr2014)

Break the corruption chain #breakthe chain

UNODC/UNDP are marking the International Anti-Corruption Day, on 9 December. This year's campaign focuses on how corruption affects education, health, justice, democracy, prosperity and development.

Visit
anticorruptionday.org
to find more about how you can get involved ahead of the day.

** TWITTER **

General image:

The logo and the image users can place in their profiles can be used as well.

Main logo: (NAME: CORR2014_01logo_colors_EN)

BREAK THE CORRUPTION CHAIN

Profile image: (NAME: twitter_profile_logo_corr2014)

Messages:

General Tweets (pre-9 December and on the day itself)

Pre-9 December

9 Dec is Int. Anti-Corruption Day. What will you be doing? Use #breakthechain to let us know & visit http://anticorruptionday.org for more

Speak out against corruption. Use #breakthechain leading to 9 Dec, Int. Anti-Corruption Day & spread the message http://anticorruptionday.org

Join @UNODC & @UNDP and 'Break the corruption chain' on 9 December: #breakthechain. http://anticorruptionday.org

On 9 December

Today is Int. Anti-Corruption Day. We have a part to play in tackling this crime. What's yours? See http://anticorruptionday.org #breakthechain

It's Anti-Corruption Day. How can Govt officials, policymakers & civil servants fight corruption? See http://anticorruptionday.org #breakthechain

Today's Int'l Anti-Corruption Day. How can NGOs & civil society help in fighting corruption? See http://anticorruptionday.org / use #breakthechain

Today is Int. Anti-Corruption Day. How can media can fight corruption? Use #breakthechain & visit http://anticorruptionday.org to find out more

#breakthechain: Trade unions have an important role in fighting corruption. Learn how – visit http://anticorruptionday.org

In what way can the private sector fight corruption? Find out on Int. Anti-Corruption Day: visit http://anticorruptionday.org & use #breakthechain

Public Involvement Tweets (by theme) (pre-9 December and/or on the day itself)

Democracy
You can help strengthen democracy by knowing what your Govt has pledged to do to fight #corruption #breakthechain http://anticorruptionday.org

Wondering how you can fight #corruption & strengthen #democracy? Visit http://anticorruptionday.org #breakthechain

Justice

Interested in how you can fight #corruption & promote justice? Visit http://anticorruptionday.org to find out #breakthechain

You can fight #corruption & promote justice by reporting incidents to the authorities #breakthechain http://anticorruptionday.org

Education
You can fight #corruption & support #education by teaching children that corruption is unacceptable #breakthechain http://anticorruptionday.org

Keen to learn how you can fight #corruption & support #education? Visit http://anticorruptionday.org #breakthechain

Development
You can safeguard #development by insisting that fighting #corruption be central to all policies #breakthechain http://anticorruptionday.org

You can fight corruption & safeguard development. How? Visit http://anticorruptionday.org to find out #breakthechain

Health
You can fight #corruption & improve public #health. Demand access to transparent healthcare info #breakthechain http://anticorruptionday.org

Wondering how you can fight #corruption & improve #health-care? Visit http://anticorruptionday.org #breakthechain