

#ThisIsNonviolence Social Media Guide

February-June 2017

Find social media graphics and other materials to use at

<http://www.paxchristi.net/news/join-thisisnonviolence-campaign-twitter-facebook/6521>

Campaign Twitter Handles: Use these two handles in as many of your tweets as possible.

- @PaxChristi
- @CathNonviolence

Additional handles to tweet at or attribute:

- @Pontifex
- @CardinalTurkson

Additionally, find Twitter handles for member organisations of Pax Christi International at this link:

<https://twitter.com/PaxChristi/lists/member-organisations>

If there are additional member organisations that are not included but you know are on Twitter, send us an email or direct message with their handle and we'll follow them.

Campaign Hashtags: Use the first of these on every tweet or retweet you send out. If you have additional room, use additional hashtags as well. Any tweet involving the work that you are doing which you consider to be an example of active nonviolence, tweet with the first hashtag below, #ThisIsNonviolence

- #ThisIsNonviolence – Primary hashtag for the campaign. Always use this.
- #LiveNonviolence
- #CatholicNonviolence
- #ActiveNonviolence
- #ActivateNonviolence

Sample Tweets: With these sample tweets, add images or photos, links to your website or other sites employing nonviolence, or your own local connection to nonviolence. Anything that you tweet out related to your work that is inspired by or an example of nonviolence—in the broadest definition of the word—add the hashtag #ThisIsNonviolence.

- Embrace @Pontifex's #WorldDayOfPeace msg & commit to #activenonviolence 4 social change #ThisIsNonviolence
- We support the effort for a Nuclear Weapons Ban Treaty @UN in 2017 @nuclearban #ThisIsNonviolence
- We are united in choosing #nonviolence over nonexistence in 2017 #ThisIsNonviolence #MLK
- Start funding #nonviolence @[insert Prime Minister/President/Politician] & stop wasting \$ on violent solutions which don't work #ThisIsNonviolence

- Join [@YourOrganization] & work w/ us for a world free from violence #ThisIsNonviolence
- Nonviolence is the greatest force at the disposal of [hu]mankind #Gandhi #LiveNonviolence #ThisIsNonviolence
- Time 4 the Cath Church 2 affirm #nonviolence as the heart of the Church @CathNonviolence @Pontifex #CatholicNonviolence
- At the center of #nonviolence stands the principle of love #MLK #LiveNonviolence #ThisIsNonviolence

Sample Facebook Posts:

Embrace Pope Francis's World Day of Peace message & commit to active nonviolence as a means of changing our world today for the better. <http://bit.ly/2IOXMnn> #ThisIsNonviolence

Pax Christi International has 120 member organisations that embody what nonviolence looks like every day. Join us in choosing nonviolence as a means for creating cultures of peace and reconciliation. <http://bit.ly/2IOXMnn> #ThisIsNonviolence

Martin Luther King, Jr said the choice we face is between nonviolence or nonexistence. Choose nonviolence. Live nonviolence. Work for a better world for all of us today. Pax Christi International is what nonviolence looks like. <http://bit.ly/2IOXMnn> #ThisIsNonviolence

What does nonviolence look like? THIS is what nonviolence looks like! <http://bit.ly/2IOXMnn> #ThisIsNonviolence (post a photo of your organisation at work)

[Any quote on nonviolence, find some here, https://www.google.be/?gfe_rd=cr&ei=qOahWKD8Lsbc8Aflu4dq&qws_rd=ssl#q=quotes+on+nonviolence, with an image of the person to whom the quote is attributed] <http://bit.ly/2IOXMnn> #ThisIsNonviolence

SOME SUGGESTIONS

BE VISUAL: Post photos (and tag the folks in them whenever possible); post short video clips. Use the photos we provide on the website

USE HASHTAGS: This is how folks can follow what's going on, engage in the conversation, and check later if they missed out or pull user-generated content to curate report backs.

TAG PARTNERS: You can do this to photos and video so you don't take up character space. The more you tag, the more we'll get retweeted.

SHARE: Retweet our partner organisations and other Pax Christi International member organisations whenever they come across your feed on Twitter. On Facebook, "like" their posts and use the "share" function to post their articles, reflections, etc. on your organisation's page or your personal Facebook page.