

OCTOBER 2015: HIGH-LEVEL REVIEW ON THE 15TH ANNIVERSARY OF 1325 AND GLOBAL STUDY

- SOCIAL MEDIA PACKAGE -

I. Introduction

In preparation for the 15th anniversary of UNSCR 1325 and the Open Debate and High-Level Review of Women, Peace and Security, PeaceWomen has created this comprehensive social media packet for WILPF sections and partners [listed below] as a resource for strategic engagement with key target groups in order to mobilise commitments into actions.

a. Partner Organisations

 <p>Women's International League for Peace and Freedom Facebook Twitter @WILPF Instagram @WILPF</p>	 <p>United Nations Entity for Gender Equality and the Empowerment of Women Facebook Twitter @UN Women Instagram @UNWomen</p>	 <p>GNWP The Global Network of Women Peacebuilders</p> <p>Global Network of Women Peacebuilders Facebook Twitter @GNWP GNWP</p>
 <p>MADRE: Demanding Rights, Resources and Results for Women Worldwide Facebook Twitter @MADREspeaks Instagram @MADREspeaks</p>	 <p>The Non-Governmental Organization Working Group on Women, Peace and Security Facebook Twitter @ngowgwps</p>	 <p>Nobel Women's Initiative Facebook Twitter @NobelWomen Instagram @nobelwomen</p>

II. What's Happening?

In October 2015, the Security Council will convene a High-Level Review to assess progress at the global, regional, and national levels in implementing UNSCR 1325 (2000); to renew commitments; and to address obstacles and constraints that have emerged in the implementation. Women activists, advocates, and women human rights defenders along with UN Member States and agencies will celebrate the 15th anniversary of the adoption of 1325 and the establishment of the Women, Peace and Security agenda.

Website: <http://peacewomen.org/security-council/2015-high-level-review/resources>

Hashtags

#UNSCR1325	This is the standard reference hashtag for the original resolution;
<i>When to use:</i>	This can be used broadly whenever felt appropriate.
#1325at15	In reference to progress made in implementation of UNSCR1325 and localisation of the WPS Agenda by CSOs and member States globally.
<i>When to use:</i>	Use broadly; important to use during Global Study Press Conference and Official Launch
#October1325Ready	In messaging that is meant to put pressure on member States, donor countries, and UN agencies in committing to the WPS agenda and the recommendations put forth by the Global Study; specifically in financing the WPS agenda.
<i>When to use:</i>	Use broadly; important to use: 5-9 October (prior to October HLR week; Global Study Press Conference and Official Launch); NGOWG tweets and messaging
#1325Means	Defined as how we determine UNSCR 1325 to be interpreted with regards to its implementation and contributions to the WPS Agenda, holistically.
<i>When to use:</i>	Use broadly; important to use during: GNWP Tweet-a-Thon; Global Study Press Conference and Official Launch

#FeministForeignPolicy <i>When to use:</i>	In reference to the integrated approach to peace and human security behind the concept of a feminist foreign policy. Use broadly; important to be used during key events that include the “Feminist Foreign Policy” tag in the title.
#WPSAgenda <i>When to use:</i>	Relative to addressing October’s High-Level Review of 1325 and the WPS Agenda Use broadly
#OctoberandBeyond <i>When to use:</i>	*strictly to be used in the follow-up to October’s HLR; can be used starting 23 October forward*

III. What Are We Going to Say?

a. Key Messages

1. **Feminist Foreign Policy:** The central focus surrounding the 15th anniversary must be on pushing for local impacts and actions beyond the rhetoric heard at Headquarters, by demanding global commitment. WILPF’s position is based on advocating for a feminist foreign policy that utilises an integrated approach to human security that understands simply that, to achieve sustainable peace, we must challenge the root causes of violence and war; dismantle structures of gendered power (i.e. patriarchy; militarisation; militarism) while building inclusive societies founded on the pillars of gender equality, equal participation, and socio-economic justice.

2. **Localising 1325:** promoting the voices of women human rights defenders and humanitarian/civil society is reaching the international stage (e.g. the Security Council; Donor States) on what UNSCR 1325 means to them and what needs to be done.

3. **Stigmatisation of Militarism/War:** shedding light on the political economy of militarisation and the destruction caused by living in a militarised state, whether in conflict or in peace. Further, bringing attention to the impact of militarism/patriarchy on men and boys as well as women and girls.

4. **Mobilising Commitments into Action:** engaging with stakeholders and putting pressure on donor countries and member states to make concrete pledges towards the Women, Peace and Security Agenda. Also, ensuring that the momentum behind the 15th anniversary of UNSCR 1325 is not lost after October.

b. DropBox: Event Image Share

Please visit [this DropBox](#) and share your images in your respective organisations' folders. Please also be sure to give credit when using other organisations' images :)

What's Inside:

- a. **Facebook Cover Photos:** A folder filled with the cover photos listed under [II. Facebook] below. These can be used to promote the WPS October events on your personal or professional page.
- b. **Facebook Posts:** Formated Sample Images for facebook posts on the Nine Recommendations for the Global Study.
- c. **Instagram:** Formated Sample Images for facebook posts on the Nine Recommendations for the Global Study and statistics/information on WPS.
Resolution Graphics: These can be posted on facebook or shared over email. These infographics portray the United Nations resolutions in an engaging and easy to understand format.

Infographics are extremely helpful methods to spreading information in a way that grabs the audience's attention. They are easily transportable, attract attention, and can come up on search engines.

The WPS Agenda: Resolution Infographics

PeaceWomen has created images for each of our Nine Strategic Policy Recommendations for the Global Study, based on our [current infographic](#). Please check the DropBox folder (link above) for access to these images.

Social Media: Sample Messages [English]

I. Twitter [MAX: 140-characters]

a. Feminist Foreign Policy

Learn more about #UNSCR1325 High-level Review. Attend an event as we assess progress & gaps of #1325at15 <http://bit.ly/1QfKKHn>

Initiatives for #UNSCR1325 15th anniversary must be less ceremonial & more focused on operationalisation [IMAGE:RESOLUTION8]

How can Member States turn commitments into action? Check out our roadmap for #WPS adv. via @NGOWGWPS #1325at15 <http://ow.ly/RI3ZE>

Learn about events RE: 15th anniversary of Security Council resolution #UNSCR1325 on Women, Peace&Security: <http://owl.li/RczNC> #1325at15

How are you celebrating #1325at15? Find Women, Peace and Security events near you <http://owl.li/RczNC>

b. Localising 1325

15yrs ago the #UN adopted #UNSCR1325. This Oct, nations must show how far they've come in implementation #1325at15 <http://ow.ly/RHU0h>

The @GlobalStudy1325 surveys 15 years of progress & shortcomings of implementation of #UNSCR1325 <http://bit.ly/1Xlrug> #1325at15

The High-Level Review of Women, Peace & Security will assess progress in impl of #UNSCR1325. Are u #October1325ready? <http://ow.ly/RHU0h>

c. #1325Means [Stigmatisation of Militarisation]

#UNSCR1325 acknowledges gender perspectives are crucial to post-conflict processes. Join the conversation. Tell us what #1325means to you!

#1325means addressing the root causes of conflict. Ending militarisation & financing gender equality are key to implementing #UNSCR1325

The @GlobalStudy1325 will tell Security Council what #1325means to women around the world #1325at15

d. Mobilising Commitments into Actions

This Oct, nations should come to the #UN ready to commit to peace and fund recommendations of the @GlobalStudy1325 #1325at15

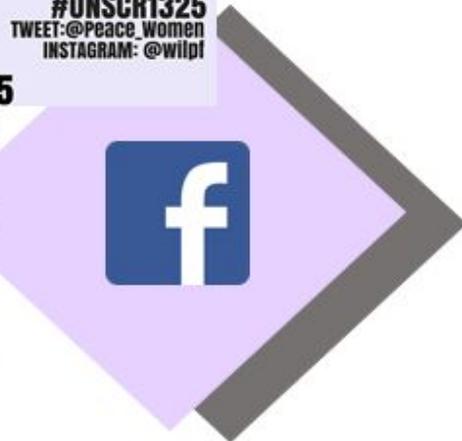
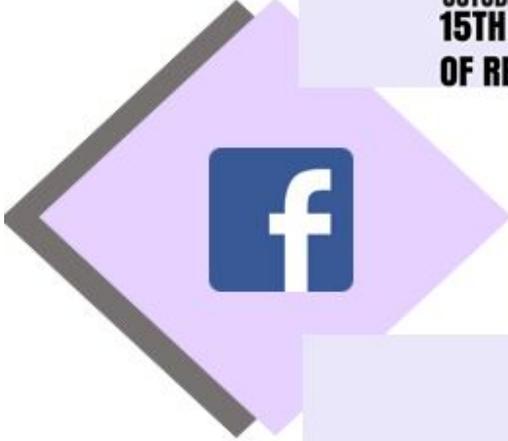
Rhetoric & repeated commitments won't advance a #WPSagenda. Read our Open Letter demanding concrete action #1325at15 <http://ow.ly/RHPsy>

15th anniversary of #UNSCR1325 is fast approaching. Is your Gov. #October1325ready? Read what CSOs are proposing <http://ow.ly/RZtZF>

Call on your Member State to submit concrete, time-bound, & measurable commitments on #WPS via @CanadaUN <http://peacewomen.org/node/92492> #1325at15



FACEBOOK COVER PHOTOS



II. Facebook

Feminist Foreign Policy

In preparation of the High-level review of the Women, Peace and Security Agenda, PeaceWomen has created an advocacy toolkit to provide WILPF Sections and Partners with the advocacy resources necessary to engage with local and national governments, civil society, and the media in order to mobilise pressure on Member States and donor countries to turn commitments into action. Learn more: http://issuu.com/wilpf/docs/peacewomen_october_2015_high-level_/1

Mobilising Commitments into Actions

[@PeaceWomen] is working to fuel women's participation in peace processes, include a gender perspective in politics and boost women's participation in decision-making. Through the Lens of Civil Society provides 9 Strategic Policy Recommendations for turning commitments in action. Learn more: <http://ow.ly/RZytN> #UNSCR1325 #1325at15

Despite repeated commitments, the Women, Peace and Security agenda is far from being comprehensively implemented in policy and practice. To achieve effective and sustainable mechanisms of preventing and resolving conflict, UN Member States and agencies must take concrete action in terms of: women's meaningful participation in all peace and security processes; national and regional implementation of WPS obligations; delivering funding; implementing the prevention pillar; ensuring accountability; and leading by example. Learn more: <http://www.peacewomen.org/node/91522>

1325 Means [Stigmatisation of Militarisation]

#UNSCR1325 works to ensure women are engaged in international peace processes to ensure holistic peace and human security for all! Which aspect of the resolution do you see as most important? [UPLOAD RESOLUTION1325 IMAGE]

#1325Means Inclusive Participation. Women and girls are almost always excluded from the political processes that are essential for peace and security: between 1992 and 2011, less than 4% of signatories to peace agreements and fewer than 10% of negotiators at peace tables were women. Yet, there is solid evidence that women's participation in peace negotiations contributes to more lasting peace. We must demand that member States recognise women and WPS as a cross-cutting issue and NOT just an afterthought! [Upload Recommendation 4] <http://bit.ly/1KqI8C5>

Localising 1325

Fifteen years ago, in 2000, the UN Security Council adopted the ground-breaking resolution 1325 on Women, Peace and Security - the first resolution to link women's experiences of conflict to international peace and security. This month, a High-level Review will assess 15 years of at the global, regional and national levels. [<http://peacewomen.org/security-council/2015HLR>]

III. Instagram

As stated above, infographics are extremely helpful methods to spread information in a way that grabs the audience's attention. They are easily transportable, attract attention, and can come up on search engines. They are already made and thus one can simply add a link to more information in the instagram post's description.

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