



1 – 8 June 2022

Global Week of Action 2022 Social Media Toolkit

IANSA's theme for the 2022 Global Week of Action Against Gun Violence is **"Let's work together: strict gun controls are urgent!"** The goal of this campaign is to raise awareness of the scope of gun violence and urge officials to take effective measures to address it.

Small arms and light weapons (SALW) are used to commit crimes against humanity, war crimes and serious violations of human rights. They also make gender-based violence lethal, enforce violence against children, and undermine sustainable development. IANSA calls for an end to the misuse and illicit proliferation of SALW.

Advocacy points and actions:

- Strengthen international cooperation and assistance in preventing, combating and eradicating the illicit trade in small arms and light weapons in all its aspects;
- Implement the 2030 Agenda for Sustainable Development;
- Develop gender-responsive SALW controls;
- Address and control the supply and demand of SALW.

This campaign's Social Media Toolkit offers ways that you can participate in this year's Global Week of Action online and offers tips, sample posts, graphics and resources. Online campaigning is a great tool in ensuring your voice is heard!

Let's work together and advocate for strict gun controls!

Ways to Campaign on Social Media:

- Follow us and be sure to tag IANSA in every post! We want to share and amplify your posts.
 - Facebook: [@IANSAnetwork](https://www.facebook.com/IANSAnetwork)
 - Twitter: [@IANSAnetwork](https://twitter.com/IANSAnetwork)
 - Instagram: [@IANSA_network](https://www.instagram.com/IANSA_network)
 - LinkedIn: [The International Action Network on Small Arms \(IANSA\)](https://www.linkedin.com/company/the-international-action-network-on-small-arms-iansa/)

- Please find some useful hashtags below:
 - #GlobalWeekOfAction and #GWOA2022
 - #AllVoicesHeard
 - #LetsWorkTogether
 - #GunControlNow and #EndGunViolence
 - #BMS8Ahead and #TowardsBMS8
- Use the following graphics online:
 - [Campaign logo](#)
 - [Campaign graphics](#)
- Post these [campaign postcards](#) with key advocacy points and actions and tag your regional, national and local officials online! **Note:** Officials are most active on twitter.
 - The campaign postcards are available in a PDF format to print and be mailed to officials! Most Permanent Missions in New York City and Geneva have a website where you can find their mailing address, and most national focus points on SALW or National Coordination Agencies have a mailing address, available [here](#).

Below are sample posts to share online:

Please feel free to change them to best suit you! You may click on each image to download it.

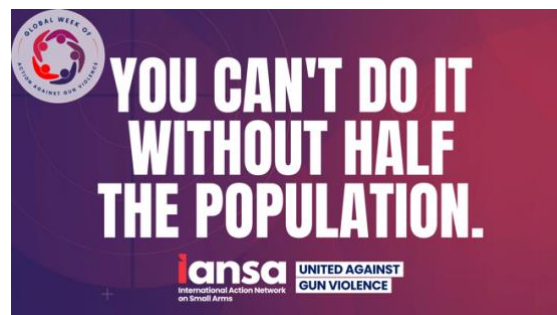
Post 1:

Let's work together! Join [@IANSANetwork](#)'s Global Week of Action Against Gun Violence and advocate for strict gun controls now. [#GWOA2022](#) [#AllVoicesHeard](#) [#EndGunViolence](#)



Post 2:

Women must play an active role in the design and implementation of strategies for effective gun control! [#GenderMainstreaming](#) [#AllVoicesHeard](#) [#GWOA2022](#)



Post 3:

It is vital for all states to not only strengthen their own laws and legislations but to [#WorkTogether](#) in order to end the illicit misuse and proliferation of [#SALW](#). [#GwoA2022](#)

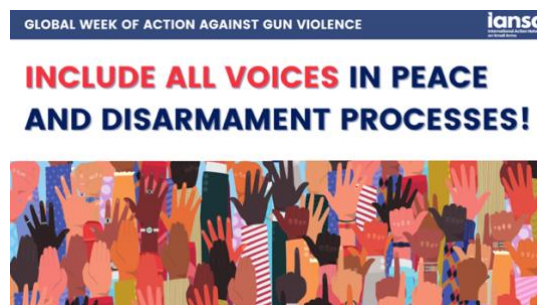


Post 4:

Starting today, June 3 until June 5, let's [#WearOrange](#) together to show our collective support for victims of gun violence and to advocate for an end to gun violence! Learn more at wearorange.org
Post this along with a photo of yourself wearing orange.

Post 5:

Let's take targeted measures to increase the participation of excluded or marginalized social groups, including [#youth](#) and people with other gender identities and sexual orientations! [#GwoA2022](#)
[#IncludeAllVoices](#)



Post 6:

The 2030 Agenda for [#SustainableDevelopment](#) recognizes that there can be no sustainable development without peace and no peace without sustainable development! This includes efforts and initiatives for [#SALW](#) control and disarmament. [#GwoA2022](#)



Post 7:

Easy access to firearms is one of the main drivers of gun violence. States must address and control the supply and demand of small arms and light weapons [#SALW](#). [#GWOA2022](#) Learn more by reading IANSA's publications here: <https://iansa.org/publications/>

