# Social Toolkit

for Global Encryption Day

Global Encryption Coalition

What this toolkit is for

On Global Encryption Day, the Global Encryption Coalition wants people from all over the world to help save encryption. Encryption helps create a safer, more secure Internet for everyone.

This toolkit provides guidance on how to talk about Global Encryption Coalition on social media in the lead up.

It includes suggested messages, images, and hashtags to help you promote and share GED on your own social media channels, and how you can encourage people to make take a stand to save encryption.
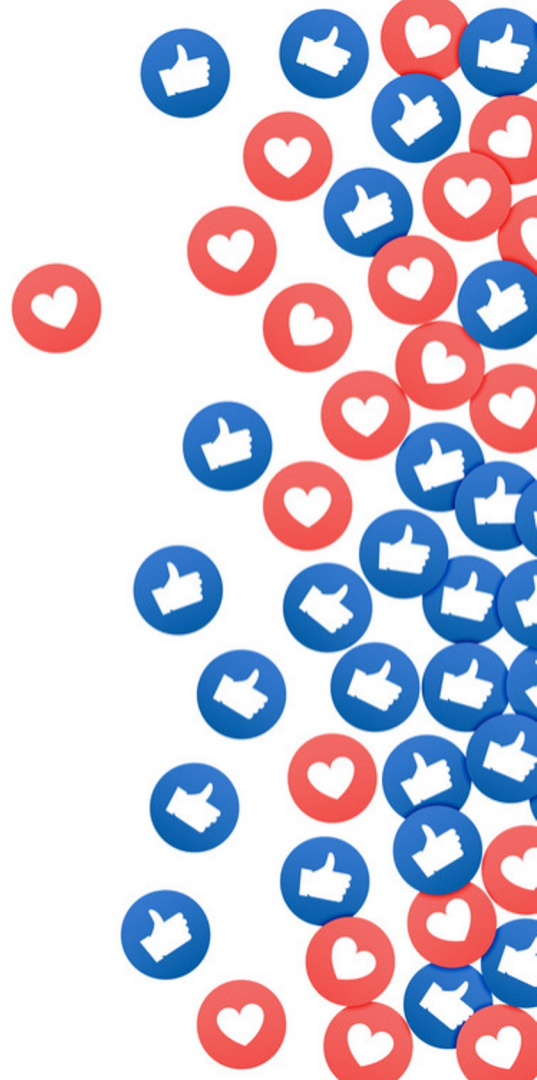
Campaign Hashtags and handles

Hashtags

- #GlobalEncryptionDay
- #GED2022
- #SaveEncryption
- #SaveE2EE
- #EncryptionDay
- #ProtectEncryption

Social handles

- Twitter: @encryption_day
- Facebook: Global Encryption Day

Content description	Guess who's listening
Format	video
Post time	October

...without encryption.

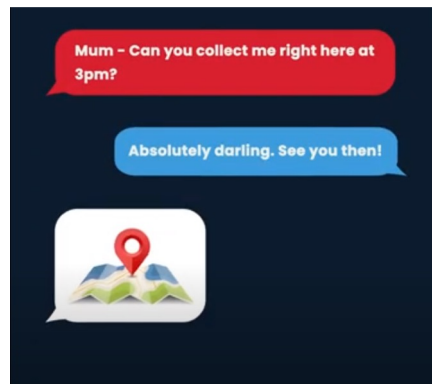| Twitter	Facebook
Strong encryption provides you with certainty about privacy. Without it, you never know who might be reading your messages. Save encryption today [link] #GlobalEncryptionDay #GED2022	Strong encryption provides you with certainty about privacy. Without it, you never know who might be reading your messages. Save encryption today [link] #GED2022 #GlobalEncryptionDay

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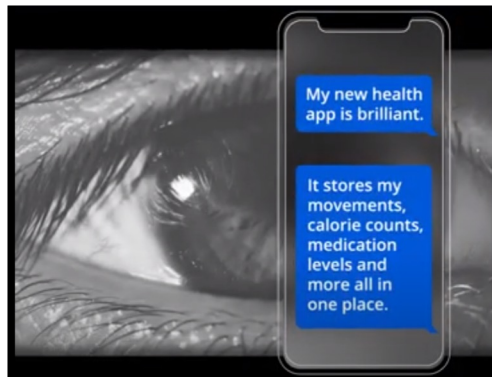| Twitter	Facebook
Weakening end-to-end encryption would put your data and your privacy at risk. By saving it, you won't have to guess who's listening to your private messages. #GlobalEncryptionDay #GED2022	Weakening end-to-end encryption would put your data and your privacy at risk. By saving it, you won't have to guess who's listening to your private messages. #GlobalEncryptionDay #GED2022

Content description	Stranger in the room - parent and child
Format	video
Post time	October

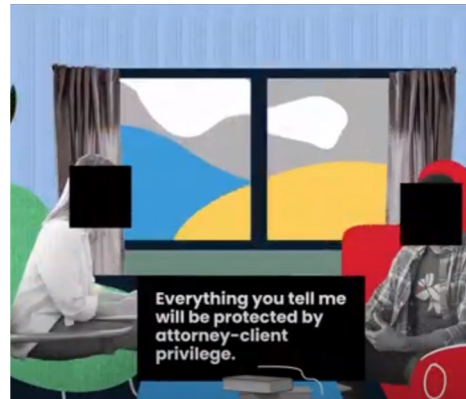| Twitter	Facebook
Would you let a stranger eavesdrop on a conversation with your child? End-to-end encryption protects the conversations you have, so we need to protect it. Protect encryption today: #GlobalEncryptionDay #GED2022	Would you let a stranger eavesdrop on a conversation with your child? End-to-end encryption protects the conversations you have, so we need to protect it. Protect encryption today: #GlobalEncryptionDay #GED2022

Content description	Stranger in the room - health app
Format	video
Post time	October

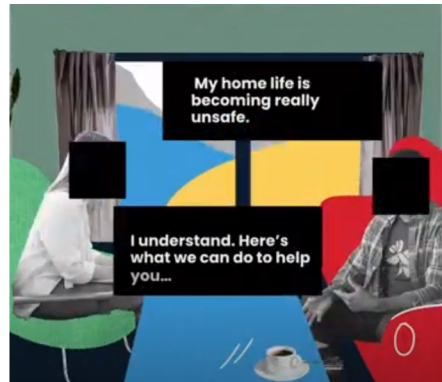| Twitter	Facebook
Healthcare apps use end-to-end encryption to protect your medical records and submissions. Protecting it allows a stronger and more secure Internet. Save encryption today 🔒 #GlobalEncryptionDay #GED2022	Healthcare apps use end-to-end encryption to protect your medical records and submissions. Protecting it allows a stronger and securer Internet. Save encryption today. #GlobalEncryptionDay #GED2022

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Content description	Stranger in the room - lawyer
Format	video
Post time	October

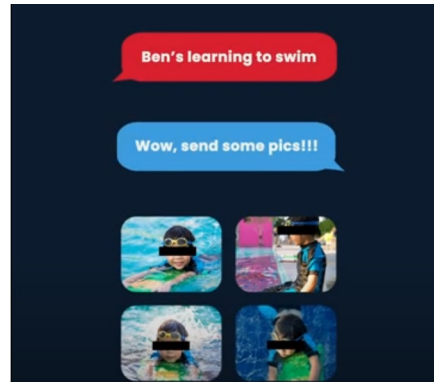Everything you tell me will be protected by attorney-client privilege.

Twitter	Facebook
Confidentiality disappears when encryption is weakened. Encryption ensures the important privacy of discussions between attorneys and their clients. Help protect it by switching to encrypted services #GlobalEncryptionDay #GED2022	Confidentiality disappears when encryption is weakened. Encryption ensures the important privacy of discussions between attorneys and their clients. Help protect it by switching to encrypted services #GlobalEncryptionDay #GED2022

Content description	Stranger in the room - abuse at home
Format	[video](#)
Post time	October

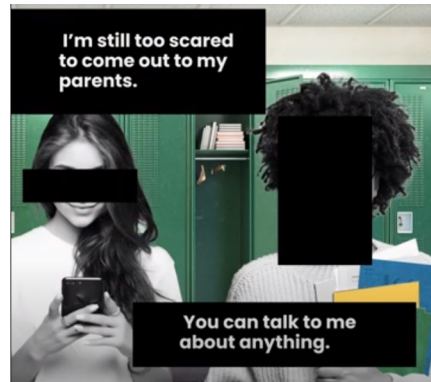| Twitter	Facebook
Encryption allows victims of abuse to reach out for support. Weakening it compromises a lifeline. Help to preserve end-to-end encryption today #GlobalEncryptionDay #GED2022	Encryption allows victims of abuse to reach out for support. Weakening it compromises a lifeline. Help to preserve end-to-end encryption today #GlobalEncryptionDay #GED2022

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Content description	Stranger in the room - proud parent
Format	[video](#)
Post time	October

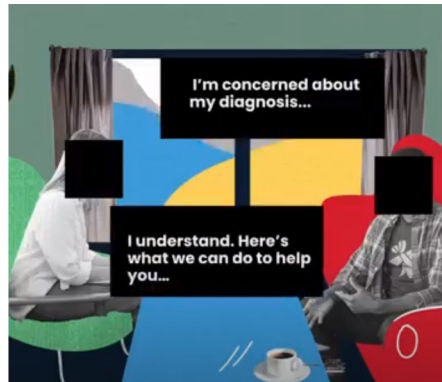| Twitter	Facebook
You should be in control of who you share pictures of your child with. Switching to end-to-end encryption means only the recipient can see. Without it, you never know who is looking. #GlobalEncryptionDay #GED2022	You should be in control of who you share pictures of your child with. Switching to end-to-end encryption means only the recipient can see. Without it, you never know who is looking. #GlobalEncryptionDay #GED2022

| Content description	Stranger in the room - LGBTQ
Format	video
Post time	October

Twitter	Facebook
Vulnerable communities deserve the space to talk privately and build support networks, but without encryption, anyone can listen in. By saving encryption, you're protecting the vulnerable from harm: #GlobalEncryptionDay #GED2022	Vulnerable communities deserve the space to talk privately and build support networks, but without encryption, anyone can listen in. By saving encryption, you're protecting the vulnerable from harm: #GlobalEncryptionDay #GED2022

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Content description	Stranger in the room - diagnosis
Format	video
Post time	October

Twitter	Facebook
You wouldn't allow a stranger in an exam room—don't allow them access to your confidential healthcare information. Save encryption to keep your personal information safe: #GlobalEncryptionDay #GED2022	You wouldn't allow a stranger in an exam room—don't allow them access to your confidential healthcare information. Save encryption to keep your personal information safe: #GlobalEncryptionDay #GED2022

Content description	Stranger in the room - personal messages
Format	video
Post time	October
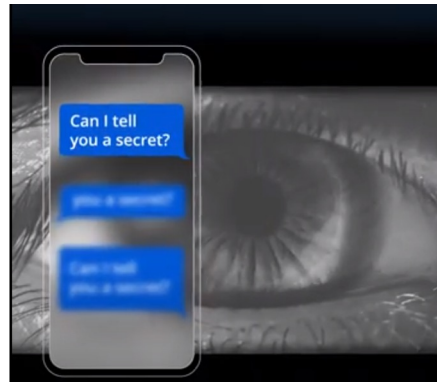
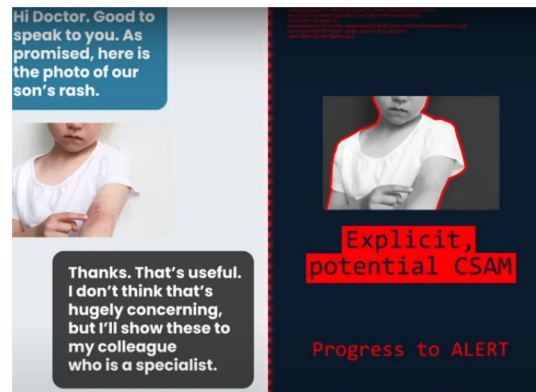| Twitter	Facebook
With encryption, a secret stays a secret. Encryption protects everyone, so we need to save it. Find out how: #GlobalEncryptionDay #GED2022	With encryption, a secret stays a secret. Encryption protects everyone, so we need to save it. Find out how: #GlobalEncryptionDay #GED2022

Content description	Stranger in the room - personal data
Format	video
Post time	October

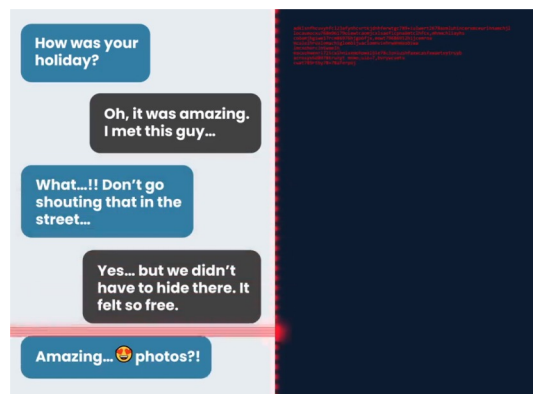| Twitter	Facebook
Encryption is fundamental to protecting your financial and personal data. Weakening it could give criminals access to your details. Experience a safer Internet by protecting encryption today. #GlobalEncryptionDay #GED2022	Encryption is fundamental to protecting your financial and personal data. Weakening it could give criminals access. Experience a safer Internet by protecting encryption today. #GlobalEncryptionDay #GED2022

Content description	Scanner - parent and doctor
Format	video
Post time	October

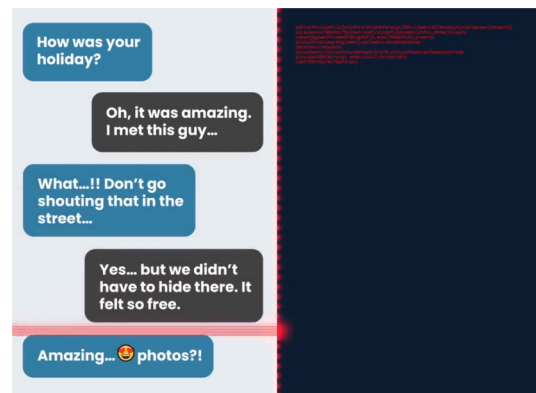| Twitter	Facebook
Client-side scanning means every message is processed without context. Keep your conversations private and protect encryption by saving it now. #GlobalEncryptionDay #GED2022	Client-side scanning means every message is processed without context. Keep your conversations private and protect encryption by saving it now. #GlobalEncryptionDay #GED2022

|	
Content description	Scanner - LGBT
Format	[video](#)
Post time	October

Twitter	Facebook
Client-side scanning puts people at risk and could make you a target. This #GlobalEncryptionDay, protect your freedom to speak freely by saving encryption today #GED2022	Client-side scanning puts people at risk and could make you a target. This #GlobalEncryptionDay, protect your freedom to speak freely by saving encryption today. #GED2022

Content description	Scanner - Breastfeeding
Format	video
Post time	October

Twitter	Facebook
Without strong encryption, even the most innocent messages will be scanned and could be misinterpreted. Protect your privacy by protecting encryption today: #GlobalEncryptionDay #GED2022	Without strong encryption, even the most innocent messages will be scanned and could be misinterpreted. Protect privacy by protecting encryption today: #GlobalEncryptionDay #GED2022
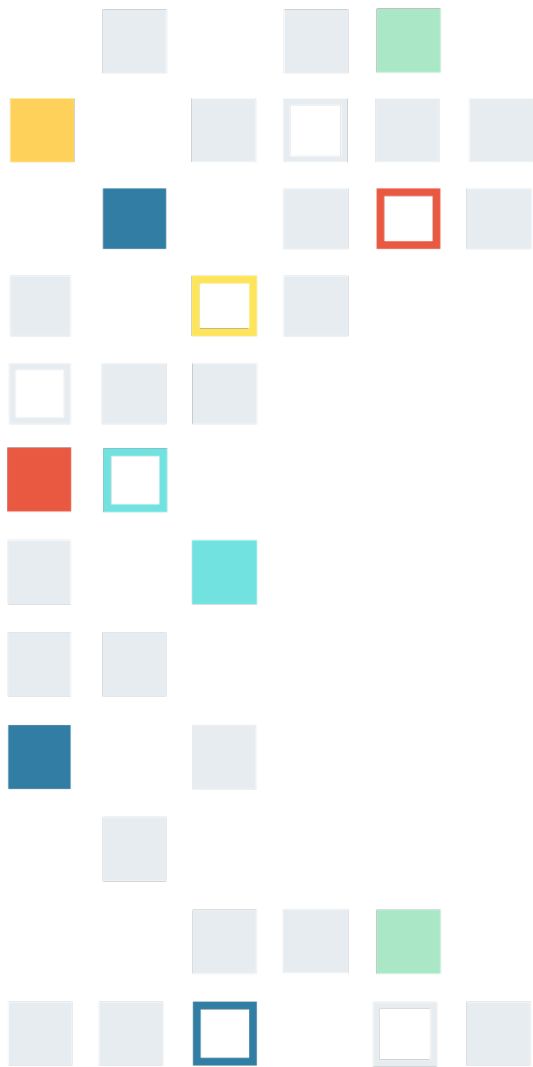
Thank you

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