



Social Toolkit

for Global Encryption Day 2023

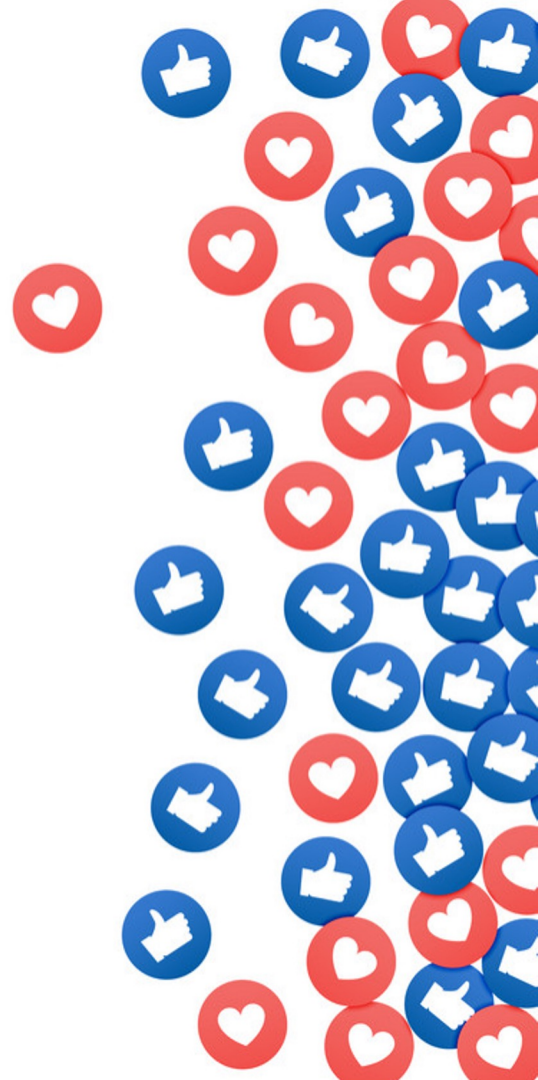


What this toolkit is for

On Global Encryption Day, the Global Encryption Coalition wants to highlight how encryption makes us powerful. This will help create a safer, more secure Internet for everyone.

This toolkit provides guidance on how to talk about the 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 let the world know that encryption makes people powerful.



Campaign hashtags and handles

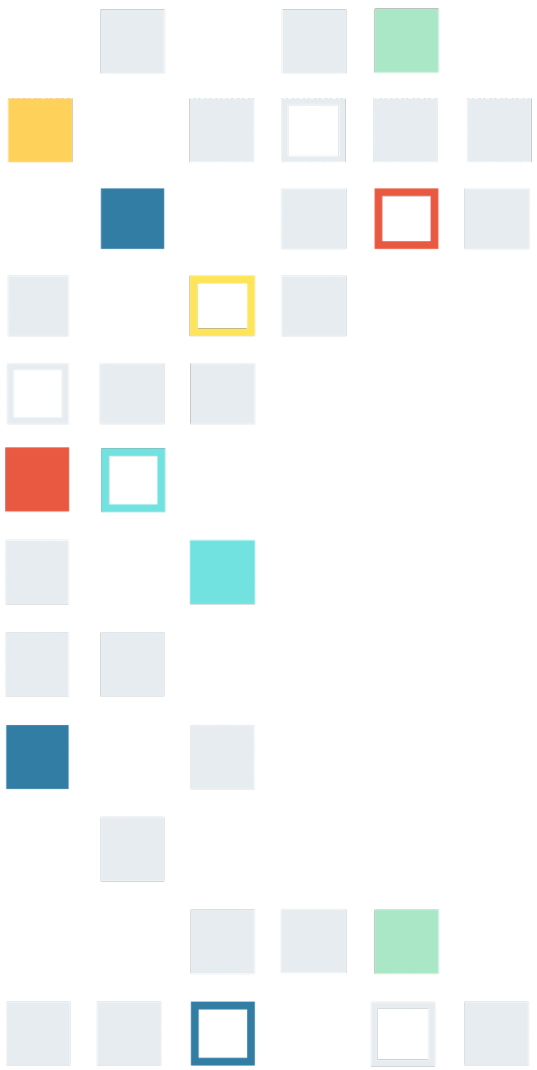
Hashtags

- #GlobalEncryptionDay
- #GED2023
- #EncryptionMakesPeoplePowerful

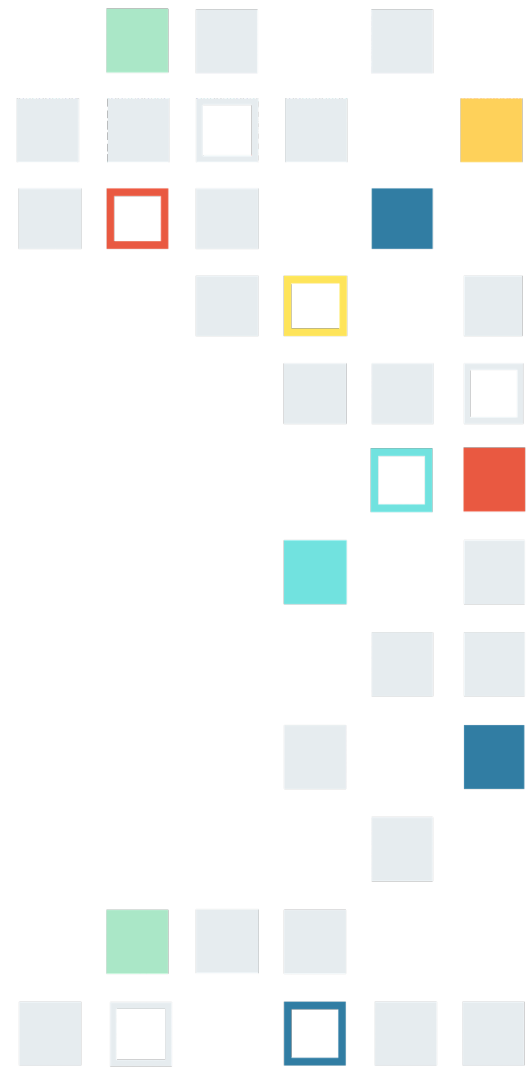
Social handles

- Twitter: [@globalencrypt](https://twitter.com/globalencrypt)
- Facebook: [Global Encryption Day](https://www.facebook.com/GlobalEncryptionDay)





Assets



Content description	Mental canvas video
Format	16:9 video 1:1 video



Twitter	Facebook
<p>Encryption helps to empower and protect different communities all over the world by allowing them to live and work safely. Join us for this year's Global Encryption Day and celebrate the transformative power of encryption:</p> <p>https://www.globalencryption.org/2023/08/global-encryption-day-2023/</p>	<p>Encryption helps to empower and protect different communities all over the world by allowing them to live and work safely. Join us for this year's Global Encryption Day and celebrate the transformative power of encryption:</p> <p>https://www.globalencryption.org/2023/08/global-encryption-day-2023/</p>

Content description	Comic strip
Format	Images (.zip)



Twitter	Facebook
<p>Encryption allows you to share your location with your loved ones safely. Can you imagine a world without that?</p> <p>#EncryptionMakesPeoplePowerful, which is why we're celebrating #GED23! Join us: https://www.globalencryption.org/2023/08/global-encryption-day-2023/</p>	<p>Encryption allows you to share your location with your loved ones safely. This is one of the many ways #EncryptionMakesPeoplePowerful, which is why we're celebrating #GED23! Join us: https://www.globalencryption.org/2023/08/global-encryption-day-2023/</p>

Content description	Mental canvas carousel
Format	Carousel images (.zip)



Twitter	Facebook
<p>Discover how #EncryptionMakesPeoplePowerful! Encryption empowers and safeguards communities worldwide. Join us today for Global Encryption Day and find out how it transforms lives: https://www.globalencryption.org/2023/08/global-encryption-day-2023/</p>	<p>Discover how #EncryptionMakesPeoplePowerful! Encryption empowers and safeguards communities worldwide. Join us today for Global Encryption Day and find out how it transforms lives: https://www.globalencryption.org/2023/08/global-encryption-day-2023/</p>

Content description	Image carousel
Format	Carousel images (.zip)

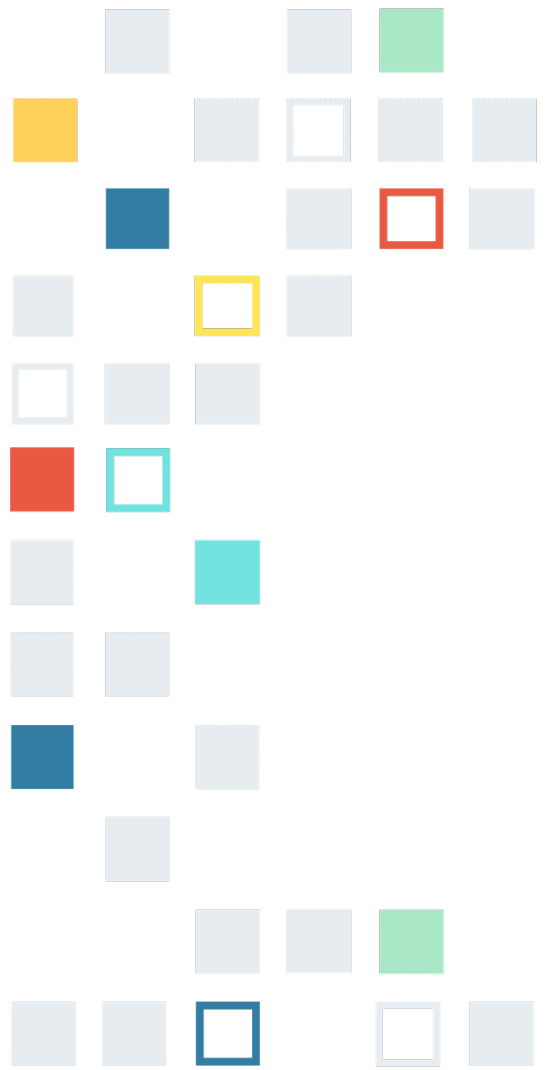


Twitter	Facebook
<p>Swipe to learn how #EncryptionMakesPeoplePowerful! Encryption allows empowers people and allows billions to safely connect with their loved ones every day. Join us today for Global Encryption Day and find out how it transforms lives:</p> <p>https://www.globalencryption.org/2023/08/global-encryption-day-2023/</p>	<p>Swipe to learn how #EncryptionMakesPeoplePowerful! Encryption allows empowers people and allows billions to safely connect with their loved ones every day. Join us today for Global Encryption Day and find out how it transforms lives:</p> <p>https://www.globalencryption.org/2023/08/global-encryption-day-2023/</p>

Content description	Power to the People Summit promo
Download	Image



Twitter	Facebook
<p>Celebrate the transformative power of encryption and spotlight the amazing things it's done to allow people to thrive and stay safe in the digital age by joining us for #GED2023</p> <p>https://livestream.com/internetsociety/encryptionsummit</p>	<p>Celebrate the transformative power of encryption and spotlight the amazing things it's done to allow people to thrive and stay safe in the digital age by joining us for #GED2023</p> <p>https://livestream.com/internetsociety/encryptionsummit</p>



Thank you