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.

What this toolkit is for
Campaign hashtags and handles

Hashtags
- #GlobalEncryptionDay
- #GED2023
- #EncryptionMakesPeoplePowerful

Social handles
- Twitter: @globalencrypt
- Facebook: Global Encryption Day
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:


<table>
<thead>
<tr>
<th>Twitter</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>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: <a href="https://www.globalencryption.org/2023/08/global-encryption-day-2023/">https://www.globalencryption.org/2023/08/global-encryption-day-2023/</a></td>
<td>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: <a href="https://www.globalencryption.org/2023/08/global-encryption-day-2023/">https://www.globalencryption.org/2023/08/global-encryption-day-2023/</a></td>
</tr>
</tbody>
</table>
Encryption allows you to share your location with your loved ones safely. Can you imagine a world without that? #EncryptionMakesPeoplePowerful, which is why we’re celebrating #GED23! Join us: https://www.globalencryption.org/2023/08/global-encryption-day-2023/

<table>
<thead>
<tr>
<th>Twitter</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>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: <a href="https://www.globalencryption.org/2023/08/global-encryption-day-2023/">https://www.globalencryption.org/2023/08/global-encryption-day-2023/</a></td>
<td>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: <a href="https://www.globalencryption.org/2023/08/global-encryption-day-2023/">https://www.globalencryption.org/2023/08/global-encryption-day-2023/</a></td>
</tr>
</tbody>
</table>
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/
<table>
<thead>
<tr>
<th>Content description</th>
<th>Image carousel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format</td>
<td>Carousel images (.zip)</td>
</tr>
</tbody>
</table>

**Twitter**

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: [https://www.globalencryption.org/2023/08/global-encryption-day-2023/](https://www.globalencryption.org/2023/08/global-encryption-day-2023/)

**Facebook**

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: [https://www.globalencryption.org/2023/08/global-encryption-day-2023/](https://www.globalencryption.org/2023/08/global-encryption-day-2023/)
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
https://livestream.com/internetsociety/encryptionsummit
Thank you