

Mobilising for a Nuclear-Weapons-Free Australia

A Toolkit for Raising Awareness in 2021

Social Media Guide

Join the countdown to the UN Treaty on the Prohibition of Nuclear Weapons coming into force on 22 January 2021 by sharing content on your social media channels.



Social media can be a powerful tool to raise awareness and spread information about issues that matter to you.

Join Australian Red Cross as we count down to 22 January 2021 and celebrate a treaty that brings us a step closer to a nuclear-weapons-free world.

“A World Without Nukes” Graphic

Download the graphic and share it widely. Some ideas of how you can use the graphic include:

- Share on your social media pages
- Print out to use as a poster or sign
- Insert into online conversations and emails
- Print on t-shirts

You can also follow the link below to download a frame to use on your social media profile photos.



[Download the graphic](#)

Recommended Messaging

Use the following wording as a starting point to share your support for a nuclear-weapons-free world on social media. To make it more personal, you can add what a nuclear-weapons-free world means to you.

Message 1

22 Jan <-- history in the making. This is the day the Nuclear Ban Treaty becomes law for the first 51 countries that have signed up. The prohibition and elimination of nuclear weapons is vital for the safety and future of humankind, our environment and our planet. Join me and Australian Red Cross to show your support for the treaty. How to get involved: redcross.org.au/nukestreaty #NuclearBan

Message 2

A nuclear-weapons-free world is a safer world. I'm joining Australian Red Cross to support the Nuclear Ban Treaty. On 22 Jan, for the first time in history these weapons will become illegal in all the countries that have signed up - 51 so far. As long as nuclear weapons exist so does the risk they could be detonated. Find out how to get involved: redcross.org.au/nukestreaty #NuclearBan

Don't forget to tag us in your social posts:

- **Facebook:** @AustralianRedCross
- **Instagram:** @redcrossau
- **Twitter:** @RedCrossAu
- **LinkedIn:** @australian-red-cross

And include the hashtag: **#NuclearBan**