WORLD PRESS FREEDOM DAY 2020
SOCIAL MEDIA KIT

Join our online campaign – #PressFreedomNow!

To celebrate World Press Freedom Day 2020, on 3 May, DefendDefenders and AfricanDefenders invite you to join our social media campaign **Press Freedom Now** to raise awareness and facilitate engagement on the importance of press freedom. We invite you to go live on Facebook/Twitter/Instagram on **3 May 2020** and answer the question:

Why is Press Freedom Important for human rights?

Objective: To raise awareness and facilitate engagement on press freedom
Hashtag: #PressFreedomNow
Date: 3 May 2020
Location: Online (Facebook Live, Twitter Live, Instagram story)

Your voice is important. Let us go live at the same time and call for Press Freedom. To join the campaign, go live on Facebook and/or Twitter with a video of yourself answering the question: Why is press freedom important for human rights? Please tag @DefendDefenders and @AfricanDefenders in your social media post, and we will help you to spread your word on our social media channels. Use the hashtag **#PressFreedomNow**!

NB. See a description about how to go live on Facebook and Twitter below.

Live video – suggestions:

3 May 2020 (Going Live!)
The media is like our public watchdog and a powerful pillar of democracy, and its role is to report news and disseminate information of public interest. It is here to protect our fundamental right to receive information – which is intimately linked to our right to free expression. Yet, it is attacked for its work. We demand press freedom now.
We need to reaffirm the essential role of a free press in empowering individuals, strengthening governance, and fueling democracy throughout the world. As a core element of any functioning democracy, journalists and media workers aim to ensure that you and I have access to information that we are entitled to. We demand press freedom now.
Journalists and media workers worldwide continue to be deprived of their liberty because of their work. Cases of harassment, intimidation, stigmatisation, violence - and even murder – continue. This is not only an attack on the individual, but an attack on you and I, and our society as a whole. We need to make sure that media workers are protected. We demand press freedom now.

Social media posts – suggestions:

30 April 2020 (Spreading the Word!)
This week, we commemorate #WorldPressFreedomDay, and honor the brave #media workers worldwide. Your work is essential to ensure a society based on fundamental human rights. Join us on World Press Freedom Day on Sunday as we go live on Facebook/Twitter to shine light on the importance of #pressfreedom. We encourage you all to do the same on your personal social media accounts by answering the question 'Why is Press Freedom Important?'! We need to protect our media workers, netizens, whistle-blowers, and everyone's rights to freedom of expression. We demand #PressFreedomNow. #WPFD2020
Together with @DefendDefenders, @AfricanDefenders, and other #NGOs we go live tomorrow and call for #PressFreedomNow at Facebook/Twitter in relation to #WorldPressFreedomDay. We urge you to join us tomorrow by answering the question 'Why is Press Freedom Important?' on your personal Twitter and/or Facebook channel. We need your voice. #WPFD2020
Sunday 3 May 2020 (Going Live soon!)
We call for more protection of #journalists and #media workers. We demand #PressFreedomNow [arrow to film] #WPFD2020 #PressFreedomDay
We need to safeguard #pressfreedom. See our live message where we demand #PressFreedomNow, together with @DefendDefenders, @AfricanDefenders, and other #NGOs [arrow to film] #WPFD2020 #PressFreedomDay

We look forward to seeing your Live video on 3 May!

How do Facebook and Twitter live work?

Facebook

- Go to your Facebook News Feed and press the Live option on the right side (the camcorder icon)
- Write a video description (I/We call for Press Freedom Now)
- Select a privacy setting by tapping the ellipsis in the bottom right corner and opening up Audience Restrictions.
- Press the "Start Live Video" button.
- Here is some inspiration you can use to answer the question:

Twitter (have to be recorded from a smart phone)

- Tap the icon from the composer.
- Tap Live at the bottom selector.
- To go live with audio but not video, tap the microphone at the top right. This will turn off the camera, and you'll be heard by viewers, but not seen.
- Fill in an optional description that will appear as a Tweet (I/We call for #PressFreedomNow)
- To invite guests before going live, tap Invite guests to select or search for people to join your broadcast.
- Tap the profile icon of the guests you want to join.
- Tap Save.
- Tap Go live. Your live broadcast, with description and location (if added), will appear in a Tweet in your follower's timeline and on your profile.