

# Localizing the 2030 Agenda: Building on What Works— Social Media Partner Toolkit

*TweetChat: October 24 @ipinst | Forum: October 27-29, 2019*



## #Localizing2030, #WA2030

The #Localizing2030 Forum will bring together leaders from national governments and municipal authorities, to the UN system, bilateral and regional entities, entrepreneurs, and community representatives from West Africa (#WA2030) who are working to achieve the Sustainable Development Goals ([SDGs](#)) at the local level.

In the final “decade of delivery” ahead of 2030, we want to hear from you about “What Works” for achieving Agenda 2030, and build a ground-up strategy for these goals.

The Forum’s aim is to build an inclusive space to identify and scale up successful local initiatives that can accelerate the achievement of the SDGs. So in advance of the event, we’re opening the conversation for input, not only from the West African region, but all around the world.

## Global Chat on Twitter

On October 24th, the UN’s 74th birthday, [@ipinst](#) will host a “TweetChat” to build awareness for the upcoming Forum and raise questions and comments that will help inform the discussions in Banjul.

**To participate** in the TweetChat, log onto Twitter at **10:00am EST on October 24th**, [CLICK HERE TO JOIN](#), and REPLY to this tweet with your answers to these questions:

1. What does a locally owned, locally-led 2030 agenda look like?
2. What unique ingredients helped localize the 2030 Agenda in your community?
3. What existing capacities, knowledge, and mechanisms can countries leverage to localize the 2030 Agenda?
4. What is the best way to connect the local, municipal, national, regional, and global levels to generate partnerships that promote development and peace from the bottom-up?
5. What roles can internal and external partners and funding structures play to strengthen locally-led development and peace solutions?

## Social Media Strategy for the Forum

Help us increase the impact and visibility of our work on the SDGs.

### Follow along with us:

- HASHTAG: #Localizing2030; #WA2030; #UNTFHS
- TW/FB/IG: @IPInst; @UNhumansecurity
- EVENT PAGE: <https://www.un.org/humansecurity/exchangeforum/>
- WEBPAGE: <http://ipin.st/bAB130pIRlw>
- TWEETCHAT: <https://twitter.com/ipinst/status/1184511258852233217>
- LIVESTREAM by: <http://www.iafrica.tv/>.

### Key Messages:

- 2020 is an urgent moment to bolster local action and accelerate the achievement of the SDGs.
- Local communities and stakeholders are critical drivers if we are to build on what works as the foundation for national development progress.
- We must put the local at the center of multi-stakeholder partnerships.
- Bringing together the expertise and resources of diverse partners is necessary to scale-up locally-led initiatives.

## Sample Social Media Posts

### For the Tweet Chat

- October 24: What needs to be done to advance #Agenda2030? @ipinst & @UNhumansecurity want to hear from you! Tweet #Localizing2030 and let us know what progress towards the #SDGs at the local level looks like.
- RT if you're working towards the Sustainable Development Goals! What actions have you been taking in your community? What partners do you need for bigger impact? Join the live discussion #Localizing2030 on October 24.
- Calling all SDG leaders! @IPInst & @UNhumansecurity are hosting at tweet chat October 24. Follow along with #Localizing2030 to join the conversation.

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● I am #Localizing2030. @IPInst & @UNhumansecurity are hosting a tweet chat to hear the voices of actors who've been working at the local level towards the SDGs. Here's what I have to say:

### For the Event

- Coming up October 28-29: #Localizing2030. What works at the local level in West Africa (#WA2030) to achieve the SDGs? @ipinst @UNhumansecurity @UNGambia
- A critical moment of action: In the decade ahead of 2030, what steps should be taken at the local level to accelerate progress on the SDGs? The event #Localizing2030 will pose the question: "What Works?" Follow along w/ @ipinst, @UNhumansecurity, & @UNGambia Oct 28-29 to find out.
- New approach: What works to achieve the SDGs? The #Localizing2030 Forum will identify and build on what works at the local level as the foundation for national development progress. Let's focus on #WA2030! Follow along October 28-29.
- The keys to achieving the SDGs lie in engaging local communities and stakeholders who are working to meet the aspirations of their communities. What works in West Africa? We'll be discussing #Localizing2030 #WA2030 in The Gambia October 28-29.
- An urgent moment for action: @ipinst, @UNhumansecurity, & @UNGambia bring together leaders from Côte d'Ivoire, The Gambia, Ghana, Guinea-Bissau, Guinea, Liberia, Senegal, and Sierra Leone Oct 28-29 in The Gambia, contributing to #Localizing2030.
- How can we craft inclusive strategies that put people and communities at the center, not only as recipients but as empowered agents of change? Follow the conversation on #Localizing2030 #WA2030 Oct 29-29 in The Gambia.

Speak with our team: [leiva@ipinst.org](mailto:leiva@ipinst.org) + [rahmaty@ipinst.org](mailto:rahmaty@ipinst.org)

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### Graphics

Download partner logos and Social Media Graphics for Twitter [here](#).

### IPI Staff and Partner Contact

Email us anytime to share your opinions, experiences, and feedback on this initiative. We'll be collecting questions for the upcoming Forum as well.

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