



## PARTNER TOOL KIT

Today, the multilateral system finds itself at a crossroads. Violent extremism, humanitarian crises, and global pandemics are more pervasive than ever, and the world needs a United Nations that is relevant, engaged, and, most importantly, effective.

We've spent the past two years consulting you, and part of what we heard over and over again was a call for action that does not create further divisiveness but pulls us together to address these challenges.

This is all the more important as the multilateral system becomes more under threat, not only as a center of decision-making, but as a home of a body of norms that are being undermined.

The Independent Commission on Multilateralism (ICM), a project of the International Peace Institute, has 10 concrete proposals to make the United Nations fit for purpose, but to make them a reality, we need your help.

To stand with those who are committed to working multilaterally and reforming the international community, we are asking people to use the hashtag **#MultilateralismMatters**.

The ICM developed specific recommendations on how the United Nations and its member states can improve responses to current challenges and opportunities. We've concluded that putting prevention into practice, empowering women and youth, and bridging the UN's various agencies are among the most pressing reforms the UN can make.

This year, which the new Secretary-General has called for as a year of peace, we will be rolling out our policy papers about how to actualize reforms in fifteen issue areas. Join the conversation around our specific recommendations on how to create a more peaceful world on Twitter, Instagram, and Facebook by using the hashtag.

When: 2017

**Hashtag: #MultilateralismMatters**

TW/IG/Snapchat: @IPInst

Website: <https://www.ipinst.org/>

Facebook: internationalpeaceinstitute

Learn more at <https://www.ipinst.org/> | Contact us at [media@ipinst.org](mailto:media@ipinst.org)

## SOCIAL MEDIA SHARE

TWITTER, INSTAGRAM, FACEBOOK:

Whether you re-share our reports to stand by facts in a “post-truth” era, or offer your own substantive, personal recommendations about these issue areas in your community, use the campaign hashtag **#MultilateralismMatters** for the chance to find like-minded advocates of international solutions. Let’s share, retweet, and support each other. We’ll feature some of our favorite submissions on our social media channels.

SOCIAL GRAPHICS:



Graphics & editable Photoshop files on all fifteen issue areas are available [here](#).

Learn more at <https://www.ipinst.org/> | Contact us at [media@ipinst.org](mailto:media@ipinst.org)

## SOCIAL COPY

### TWITTER:

#### *Text only:*

- With #humanrights & #IHL under threat, I stand with @UN and the body of norms it represents. We can't go it alone, #MultilateralismMatters.
- .@UN loses legitimacy when it is ineffective. We still believe #MultilateralismMatters, & we must point the way for the system to respond.
- In the wake of a devastating global refugee crisis caused by unending conflict, I believe that #MultilateralismMatters now more than ever.

#### *With graphic:*

- RT if you believe #MultilateralismMatters! <report link>
- #MultilateralismMatters for crisis prevention and sustaining peace <report link>
- RT if you believe #MultilateralismMatters & world leaders must pull together to address global challenges <report link>
- Diplomacy is and must remain the first solution. #MultilateralismMatters for peace! <report link>
- RT if #MultilateralismMatters to you <report link>
- #MultilateralismMatters because climate change and conflict are global challenges. <report link>

### FACEBOOK & INSTAGRAM:

*Instagram does not support links, so as an alternative, you can use the phrase "Link in Bio," and replace the website in your Instagram profile with a link to the ICM Final Report:*

- With #humanrights & international humanitarian law under threat, I stand with the United Nations and the body of norms it represents. We can't go it alone. #MultilateralismMatters.
- The United Nations loses legitimacy when it is ineffective. We still believe #MultilateralismMatters, and we must point the way for the system to respond.
- In the wake of a devastating global refugee crisis caused by unending conflict, I believe that #MultilateralismMatters now more than ever.
- Like and share if you believe #MultilateralismMatters! <report link or "Link In Bio">
- #MultilateralismMatters for crisis prevention and sustaining peace <report link or "Link In Bio">
- Like and share if you believe that #MultilateralismMatters, and that world leaders must pull together to address global challenges <report link or "Link In Bio">
- Diplomacy is and must remain the first solution. #MultilateralismMatters for peace! <report link or "Link In Bio">
- Like and share if you think that #MultilateralismMatters when it comes to meeting the world's challenges <report link or "Link In Bio">

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