

The background is a dark blue gradient with faint, light blue technical diagrams. These include circular gauges with numerical scales (e.g., 40, 150, 160, 180, 90, 210, 230, 260), dashed lines, and arrows, suggesting a theme of engineering or data analysis.

EVERYONE BEHIND THE FLAG SOCIAL
MEDIA CAMPAIGN

UNITING NATION'S FOR THE UNITED
NATIONS SUSTAINABLE DEVELOPMENT
GOALS (SDG)

Campaign Goals

Showcase NGO success stories

Highlight impact on donors, foundations,
governments, and media

Support UN SDG 4 mission and SDG 17 initiative

Introduction

- Brief overview of the purpose of the Everyone Behind the Flag campaign
- In line with the United Nations' Partnerships for SDGs of voluntary commitments and multi-stakeholder partnerships, facilitating global engagement of all stakeholders in support of the implementation of the **Sustainable Development Goals**
- The campaign highlights the importance of ongoing support from NGOs and all other stakeholders – schools, teachers, parents, and students

Campaign Overview

Objective:

- To allow NGOs to showcase their work, thank supporters, and pledge to continue their mission
- Duration: June 17, 2024, to July 26, 2024
- Daily Post Schedule & **Target Audience**

Campaign Structure

- Every-four years international social media campaign supports UN SDG for mission
- Emphasis on SDG 17 mission support by NGOs in the initiative
- **Utilization of social media platforms** for showcasing success stories

CAMPAIGN WEEKLY THEMES

- **June 17, 2024 Week One: Accomplishment Post**
 - Highlight a significant achievement or milestone your organization has reached in the past.
 - **Share images, videos, or testimonials** to showcase the impact of your work.
- **June 24, 2024 Week Two: Organization's Goals**
 - Introduce your organization's **key goals and objectives**. Explain why these goals are important and how they align with your mission. Encourage followers to share their thoughts or ideas on
 - How to achieve these goals.
- **July 1, 2024 Week Three: Progress Update**
 - Provide updates on the progress your organization has made towards its goals.
 - Share statistics, success stories, or behind-the-scenes glimpses to illustrate the work being done.
 - Encourage engagement by asking followers to share their own experiences related to your organization's progress.

July 8, 2024 Week Four: Needs to Achieve Goals

Outline the specific needs or challenges your organization faces in achieving its goals. This could include resources, funding, volunteers, or partnerships. Encourage followers to support your cause by donating, volunteering, or spreading awareness.

July 15, 2024 Week Five: Future Plans

Share your organization's long-term plans and vision for the next four years. Discuss upcoming projects, initiatives, or strategies to further advance your mission. Invite followers to be part of this journey by offering opportunities for involvement or feedback.

July 22, 2024 Week Six: Thank You to Supporters

Express gratitude to your organization's supporters, volunteers, donors, and partners. Share stories of impact and acknowledge the contributions of individuals or organizations who have helped you along the way. Encourage continued support and engagement moving forward.

Daily Example Post Layout

- Monday Example Post (Early Childhood)
- Tuesday Example Post (Primary)
- Wednesday Example Post (Lower Secondary)
- Thursday Example Post (High School)
- Friday Example Post (Thank You to Donors)
- Saturday Example Post (Call to Action to Join)
- Sunday Example Post (Call to Action to Support)

Hashtags and Campaign Duration

Hashtag: **#EveryoneBehindTheFlag**

Secondary Hashtag: **#[Country]** (e.g., #Syria)

Duration: June 17, 2024, to July 26, 2024

Monday Example Post (Early Childhood)

🌟 Exciting News! 🌟

We're thrilled to announce that our Early Learning Program has successfully reached over 500 children aged 3 to 5 this year! 🎉 Through interactive play, creative arts, and early literacy activities, we've seen tremendous growth in their cognitive and social skills. 🌟

Thank you to our amazing volunteers and supporters who make this possible. Together, we're building a brighter future for these young minds. 💪❤️

Join us in celebrating this milestone and let's continue to support every child's potential!

#EveryoneBehindTheFlag #Syria #NGOname

Insert a photo of children participating in a learning activity]

Tuesday Example Post (Primary)

🌟 Looking Ahead: Our Goals for 2024! 🌟

We're excited to share our ambitious goals for our Youth Enrichment Program, targeting children aged 6 to 11. This year, we're focusing on:

Expanding access to quality after-school tutoring to improve literacy and math skills.

Launching new creative arts workshops to foster self-expression and creativity.

Organizing outdoor adventure camps to promote physical activity and teamwork.

Together, we can empower these young minds to reach their full potential. Let's make 2024 a year of growth and discovery for every child!

Join us in this journey and support our mission.

#EveryoneBehindTheFlag #France #NGOname

[Insert a photo of children engaged in a **program activity**]

Wednesday Example Post (Lower Secondary)

★ Progress Update: Empowering Teens for a Brighter Future! ★

We're thrilled to share the incredible progress of our Teen Leadership Initiative, focused on children aged 12 to 14. This year, we've:

Enrolled over 200 teens in our leadership and mentorship programs.

Launched innovative STEM workshops to spark curiosity and critical thinking.

Organized community service projects to instill a sense of responsibility and global citizenship.

Thanks to our dedicated team and supporters, these young leaders are gaining the skills and confidence they need to succeed. Let's keep the momentum going!

Join us in making a difference and shaping the leaders of tomorrow.

#EveryoneBehindTheFlag #Ghana #NGOname

[Insert a photo of teens participating in a leadership workshop]

Thursday Example Post (High School)

📍 Facing Challenges: Your Support is Needed! 📍

Our High School Success Program for children aged 15 to 18 is making strides, but we're encountering some significant challenges. Despite our efforts:

Many teens still lack access to essential educational resources and technology.

Mental health support is crucial, but we're short on qualified counselors.

Career readiness programs need expansion to reach more aspiring young professionals.

These obstacles are real, but with your support, we can overcome them. Let's unite to ensure every teen has the tools and support they need to thrive.

Together, we can turn challenges into opportunities!



#EveryoneBehindTheFlag #Haiti #NGOname

📷 [Insert a photo of teens in a classroom or community setting, looking engaged]

Friday Example Post (Thank You to Donors)

 Thank You to Our Amazing Donors! 

We are incredibly grateful for the generous support of our donors. Thanks to you, our programs and services for children are thriving. Your contributions have:

Provided educational resources to hundreds of students.   Funded creative arts and STEM workshops. Enabled mentorship and mental health support for young minds.

Your commitment makes a world of difference in the lives of these children. Together, we're building a brighter future for all.

Thank you for standing and making our mission possible!  

#EveryoneBehindTheFlag #Iraq #NGOname

[Insert a photo collage of children benefiting from the programs]

Saturday Example Post (Call to Action to Join)

✦ Spread the Word: Your Support Matters! ✦

We are immensely grateful for your generous support of our programs for children. Now, we need your help to reach even more young minds! Please share your support with friends, family, and colleagues.

Every share can help provide educational resources.
Every like can fund creative workshops.
Every comment can support mental health initiatives.

Together, we can expand our impact and empower more children to achieve their dreams. Let's unite #EveryoneBehindTheFlag for a brighter future!

Thank you for being a champion for our cause!

#Brazil #NGOname

[Insert a photo of children actively participating in the programs]

Sunday Example Post (Call to Action to Support)

 A Heartfelt Thank You to Our Incredible Donors! 

We are deeply grateful for your unwavering support and for helping us spread the word about our programs for children. Because of you:

More kids have access to essential educational resources.
Our creative workshops are reaching new heights.
Vital mental health support is making a difference in young lives.

Your shares, likes, and comments are amplifying our mission and expanding our reach. Thank you for rallying #EveryoneBehindTheFlag and being champions for our cause. Together, we're building a brighter future for all children!

#India #NGoname

[Insert a photo collage of children benefiting from the programs]

Questions & Discussion

What are the benefits for NGOs to join the Everyone Behind the Flag campaign?

- Increased Visibility and Awareness
- Strengthened Donor and Partner Relationships
- Enhanced Collaboration and Networking Opportunities

Do you have to be an official partner with the United Nations to join the "Everyone Behind the Flag" campaign?

No, you do not have to be an official partner with the United Nations to join the "Everyone Behind the Flag" campaign. The campaign is open to all NGOs and organizations that are committed to supporting SDG 4 and promoting inclusive and equitable quality education for all

Recap of Key Points

- **Vital Role of NGOs:** NGOs are crucial in achieving SDG 4 due to their flexibility, grassroots presence, and ability to tailor educational interventions to specific community needs.
- **Success Stories and Impact:** NGOs have made significant strides in providing access to quality education, empowering marginalized groups, and driving systemic change.
- **"Everyone Behind the Flag" Campaign:** From June 17, 2024, to July 26, 2024, NGOs can join this international social media campaign to share their successes, thank donors, and rally support for SDG 4.

Call to action for NGOs to participate

Join the "Everyone Behind the Flag" campaign to amplify your impact and contribute to the global education movement. Share your success stories, express gratitude to your donors, and rally support for inclusive and equitable quality education for all.

Contact Information

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