17 JUNE 2017

WORLD DAY TO COMBAT DESERTIFICATION

SOCIAL MEDIA GUIDANCE
Our Land. Our Home. Our Future
#2017WDCD
Suggested General Messages

CARD 1: Fight or Flight
Facebook / Instagram:
1 in 5 youth, aged 15-24 years, is willing to migrate to another country. Those in poorer countries even more willing, for a chance to lift themselves out of poverty. Let’s restore degraded land that brings jobs and open opportunities for all! #2017WDCD @UNCCD
Twitter:
Let’s give young, rural populations better choices & options. Restoring degraded makes the land & life viable for young people. #2017WDCD

CARD 2: Productive Land
Facebook / Instagram:
Is there anything that last forever? A well managed land. Find out how “Rediscovery of Humanity” changes the vicious circle of degrade-abandon- migrate to the virtuous circle of protect-sustain-restore. Let’s help people back to their homes. #2017WDCD
Twitter:
With the right type of investments in land, rural infrastructure and skills development, the future can be bright. #2017WDCD @UNCCD
Suggested General Messages

CARD 3: Our Land. Our Home. Our Future
Facebook / Instagram:
Hope can be given back to entire communities by restoring land they depend on. But How do you do it? Check here. #2017WDCD
Twitter:
Let us give young people and communities the chance to bring that natural capital back to life and into production. #2017WDCD @UNCCD

CARD 4: 我们的土地 我们的家园 我们的未来
微波:
让我们提供给青少年一个机会，让自然资源重新注入新生，产出更广阔的价值 #2017WDCD #世界防治荒漠化及干旱日
Social Media Links

The World Day to Combat Desertification (17 June)

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Weibo @聯合國防治荒漠化公约
Instagram @unccd

Support our World Day to Combat Desertification Campaign
#2017WDCD