



World Humanitarian Day 2015



The Campaign

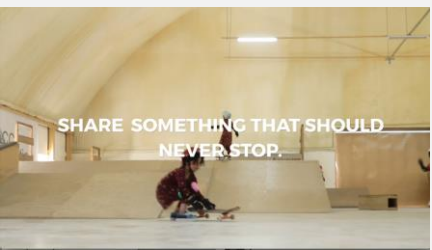
Mass media tends to overlook the protracted human suffering in the constant bid for the new and the sensational. People often get little more than a quick headline and aren't exposed to the countless people affected by humanitarian crises around the world. With the explosion of the social newsfeed over the last five years there is a powerful opportunity to give a voice to the voiceless.

To mark the seventh World Humanitarian Day the United Nations and its partners are launching #ShareHumanity a global campaign to use the power of the newsfeed to amplify the real stories behind today's humanitarian crises. In the lead up to the 19th August social media feeds will tell humanitarian stories of survival, resilience and hope. Inspiring the world to take action and donate their own feeds for the cause.

Partnerships

Every year WHD reaches a huge global audience bringing awareness to humanitarian issues. Notably in the past Beyoncé reached 1 billion people with 1 message in 1 day.

This year's campaign will be supported by Huffington Post, BuzzFeed, Daily Mail, Turner, Forbes, AOL and Yahoo along with a take over of Times Square. It will be led by celebrities and influencers from around the world including Ricardo Kaká, Cody Simpson, Lang Lang and Leona Lewis.



#SHAREHUMANITY
19 AUGUST



Being Part of WHD 2015

Starting August 12th share an inspiring humanitarian story via your social media networks and help us reach millions.

Here's what you can do:

- **Donate your feed:** Choose a story you'd like to share with your networks and donate your social feed for 12hrs for World Humanitarian Day. Tell your fans and followers they can join #ShareHumanity too by donating their social feed.
- **Create your own video:** In addition to donating your feed, create a video asking your followers to join the #ShareHumanity campaign. Get as creative as you like and don't be afraid to nominate others!
- **Support #ShareHumanity:** Can't donate your feed? Don't worry -- we'd still love your support by way of a shout out to your networks to support the day. Share the video and hashtag encouraging people to visit www.worldhumanitarian.org and donate their feeds. We will provide you with a range of tweets, Facebook status updates and Instagram pics you can use to help tell your networks about the importance of sharing these inspiring stories. Together let's inspire the world's humanity.



19 AUGUST

DONATE YOUR FEED
WORLDHUMANITARIANDAY.ORG

Campaign Elements

Generic Social posts:

- On Twitter: Donate your feed today & share an inspiring story from a person affected by humanitarian crisis. <http://bit.ly/whd819> #sharehumanity
- On Facebook: Donate your feed for a day and give a voice to the voiceless. Tell an inspiring story from a person affected by humanitarian crisis and help to inspire the world's humanity:<http://bit.ly/whd819> #sharehumanity #whd2015
- On Instagram: Donate your feed today & share an inspiring story from a person affected by humanitarian crisis. <http://bit.ly/whd819> #sharehumanity

