



WORLD'S LARGEST LESSON

In partnership with



With thanks to



United Nations
Educational, Scientific and
Cultural Organization

SOCIAL MEDIA TOOLKIT 2017/18

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Welcome...

The World's Largest Lesson is back and we need you to help spread the word. The World's Largest Lesson is part of Project Everyone's Global Goals campaign. It's an initiative that brings the Global Goals to young people and their teachers across the world. Our ambition is to make the Goals feel relevant to every child everywhere and inspire their support and pledge to take action. In partnership with UNICEF, we have created free creative resource for schools and youth groups in more than 10 languages. Read our story here: <http://bit.ly/2vSfcGX>

What can you do?

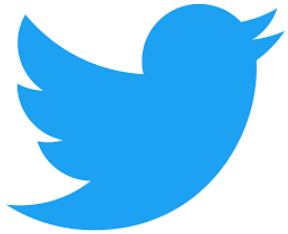
We need you to take part in spreading the word of The World's Largest Lesson and the Global Goals. Please share this toolkit with fellow educators, networks, partners and friends. It includes a background to our campaign, key links, hashtags, share-graphics and logos for download and even suggested posts...easy!

A suite of free teaching resources are available in [Arabic](#), [Bengali](#), [English](#), [Hindi](#), [French](#), [Indonesian](#), [Mandarin](#), [Portuguese](#), [Russian](#) and [Spanish](#) from our website: <http://worldslargestlesson.globalgoals.org/>

Step one...Follow, Like & Share



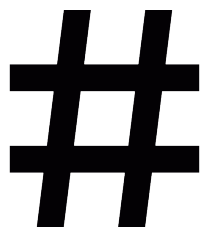
[The World's Largest Lesson](#)



[@TheWorldsLesson](#)



[@TheWorldsLesson](#)



#worldslargestlesson, #GlobalGoals
#TeachSDGs

Key links

We have a variety of free share-graphics for you to download and share across your social media channels and to your classroom in connection with spreading the message on The World's Largest Lesson & the Global Goals:

[Download Sharegraphics](#)

[Download Logos](#)

[Global Goals Food Project – Every Plate Tells a Story](#)

Key Dates & Social Themes

This is the social media calendar that we will be following. Feel free to follow or adapt to it as you wish in fitting with your social media plan.

Date	Theme	Focus
21 st Aug – 27 th Aug	Supporting Educators to #TeachSDGs	<ul style="list-style-type: none">• The free Microsoft course offers support & information to teach SDGs• Global Educator Flipgrid encourages idea sharing
28 th Aug – 3 rd Sept	The Food Project	<ul style="list-style-type: none">• “Every Plate Tells a Story” Lesson Plan – encourage teachers to download & take part
4 th Sept – 10 th Sept	The Hunger Project	<ul style="list-style-type: none">• Lesson plan & activities focusing on Goal 2: Zero Hunger
11 th Sept – 17 th Sept	Getting started with the Goals	<ul style="list-style-type: none">• Films & Lessons to introduce the Goals
18 th Sept – 24 th Sept	Voices for the Global Goals	<ul style="list-style-type: none">• Encourage student voice & ideas for the Goals on Flipgrid
25 th Sept – 1 st Oct	Put yourself on the map	<ul style="list-style-type: none">• Become part of our living archive

Content...copy, paste, edit & adapt!

Facebook:

Include free share-graphics

"Are you part of The World's Largest Lesson? If not...join us! Help support children and young people to be inspired to stand up for the #GlobalGoals. There are a number of free resources to get you started... Even some encouragement from Sir Ken Robinson <http://bit.ly/2vGuRsm>. Head to the [website](#) to find out more."

"Who's ready to take part in The World's Largest Lesson? From September 18th, join the movement in educating children & young people all over the world about the 17 Sustainable Development Goals to make our planet a better place. Find out more information here: <http://bit.ly/WorldsLesson>"

"How do we make the #GlobalGoals a reality? Through the power of education of course! The World's Largest Lesson is back, and we need your help to spread the word. Who and where will you be sharing it with? <http://bit.ly/WorldsLesson>"

"I'm putting myself and (insert country / school) on the World's Largest Lesson's map, are you? Take the journey around the world and see how others are tackling the #GlobalGoals <http://bit.ly/2vm6jBv>

Content...copy, paste, edit & adapt!

Twitter:

Include free share-graphics

"Are you part of @TheWorldsLesson? Join us in educating children & young people on @TheGlobalGoals. Discover how here: <http://bit.ly/WorldsLesson>"

"Who's making a pledge? (Insert country / school) & I am! Teach @TheWorldsLesson & encourage your students to tackle @TheGlobalGoals <http://bit.ly/WorldsLesson>"

"Education is key to changing our future. Teach @TheWorldsLesson & encourage children & young people to take a stand <http://bit.ly/WorldsLesson>"

"We're taking part in @TheWorldsLesson, are you? Find out how you can help young people achieve @TheGlobalGoals <http://bit.ly/WorldsLesson>"

"Take the free @microsoftedu course to get you started on teaching the SDG's <http://bit.ly/2vI0sLo>"

Lesson Plan Content...copy, paste, edit & adapt!

Facebook:

Include free share-graphics

"How do your food choices affect the #GlobalGoals? Find out with The World's Largest Lesson, "Every Plate Tells a Story" and get you student's thinking, what's on my plate?

<http://bit.ly/FoodProject2017>"

"Every plate tells a story, but how do your food choices affect the @GlobalGoals?

<http://bit.ly/FoodProject2017>"

"Ever wondered what impact your food choices have on the #GlobalGoals? Together with The World's Largest Lesson, educate the youth of today to take a pledge, make a change

<http://bit.ly/FoodProject2017>"

Lesson Plan Content...copy, paste, edit & adapt!

Twitter:

Include free share-graphics

“Every plate tells a story, but how do your food choices affect the @GlobalGoals?

<http://bit.ly/FoodProject2017>”

“The World's Largest Lesson is back, will you be a part of it? Head to their website to discover the latest lesson

plans <http://bit.ly/FoodProject2017>”

“Do your food choices affect @theglobalgoals? Find out with @theworldslesson latest lesson projects

<http://bit.ly/FoodProject2017>”

Thank you for being part of The World's
Largest Lesson....Don't forget to spread the
word & share your experiences!

