SOCIAL MEDIA TOOLKIT
#WHITECARD CAMPAIGN 2019
OVERVIEW

Visual materials are available at the end of this document!

We count on you to raise your #WhiteCard, take a picture, tag your friends and invite them to join the campaign!

TWITTER

GENERAL PUBLIC

#1 I deeply believe in the power of sport to achieve sustainable peace. I believe that sport has the power to change the world. You too, Play your Peace, Raise your #WhiteCard! #IDSDP2019

#3 Holding up a #WhiteCard, just like a referee, is an action that symbolizes the positive power of sport. In opposition to the red card, which signifies the most serious offense in sport, the #WhiteCard is a gesture of inclusion, equity and peace. Join the movement. #IDSDP2019

#2 Since 2015, @peaceandsport promotes the #WhiteCard as the symbol of the positive and constructive values of sport for good. This year, Play your Peace on #IDSDP2019 and join the #WhiteCard campaign.

#4 In sport, #genderequity isn’t just about providing participation opportunities for males and females, it’s about treating everyone fairly and providing opportunities for all at all levels from the committee to the spectator. Play your Peace, Join the #WhiteCard
CHAMPIONS FOR PEACE - ATHLETES

#1 This year I hold a #WhiteCard because I believe in the power of sport to build peace. And I am now calling (tag +3 athletes) to join the campaign and raise a #WhiteCard #IDSDP2019

#2 As a ChampionforPeace I believe in the power of sport to build dialogue and peace. You too raise your #WhiteCard and play your peace.

#3 I believe that #Gender equity in sport isn’t just about providing participation opportunities for all within your club, it’s about treating everyone fairly and providing opportunities for all. Play your Peace, Join the #WhiteCard.

POLITICS
FI - NOCs - ONGs

#1 The #WhiteCard campaign, initiated by @peaceandsport, shows that sport can help in achieving sustainable peace. It proves that together we can make sports the best tool for education and development. Play your Peace, Join the #WhiteCard.

#2 This year (name of your organization or government) takes part in the #WhiteCard celebration initiated by @peaceandsport. The #WhiteCard, symbol of the peace through sport movement, promotes the positive values of sport such as equity, inclusion and dialogue.

INSTAGRAM - FACEBOOK

GENERAL PUBLIC

#1 I deeply believe in the power of sport to achieve sustainable peace. When I think about sport, I think about (INCLUSION/EQUITY/PEACE…). This year, let’s celebrate #IDSDP2019 and the #WhiteCard campaign. Play your Peace, Join the #WhiteCard.
#1 This year I have decided to speak sport for peace by participating in the #WhiteCard campaign. In opposition to the red card, the #WhiteCard symbolizes equity, dialogue and inclusion. I am now calling (tag + 3 athletes) to join the #WhiteCard campaign. #IDSDP2019

#2 No matter what your background is and where you come from, your religion, gender or skin colour, we all are united by the power of sport. As athletes, we have the responsibility to use sport as a tool to move towards more peaceful relations and to give back to society. This year, Play your Peace, Join the #WhiteCard.

#3 Sport is a neutral and universal platform that creates a safe and inclusive space for everybody. Sport is the vehicle, peace is the destination and the #WhiteCard is the symbol of this journey. Play your Peace, Join the #WhiteCard.

For any further information regarding the #WhiteCard campaign, please feel free to contact the Peace and Sport Team!

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