

APRIL 6 2018: INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE SOCIAL MEDIA PACKAGE

OVERVIEW:

- Main hashtags: **#WhiteCard #ChampionsforPeace #April6 #IDSDP2018**
- **Main Twitter account:** [@peaceandsport](https://twitter.com/peaceandsport)
- **Main Facebook pages:** <https://www.facebook.com/peaceandsport/>
- **This social media package and corresponding visuals are available [here!](#)**
- **We count on you to tag your friends and invite them to join the campaign!**

TWITTER:

General

Raising a #WhiteCard, just like a referee, is an action that symbolizes the positive power of sport. In contrast with the red card, the #WhiteCard is a gesture of inclusion, equity & peace.

You too, Play your Peace, Raise your #WhiteCard.



Gender

#Genderequity in sport isn't just about providing participation opportunities for males and females within your club; it's about treating everyone fairly & providing opportunities for all, at all levels from the committee to the spectator.

Play your Peace, Raise your #WhiteCard



#Involvement

Participating in a peace-through-sport event, sharing emotions and experiences, that's how I choose to show my involvement.

You too, Play your Peace, Raise your #WhiteCard
#IDSDP2018



FACEBOOK - INSTAGRAM

POST 1

The #WhiteCard is a worldwide digital campaign created by @peaceandsport that promotes the positive and constructive values of sport

The #WhiteCard recognized as the symbol of the peace-through-sport movement which is used to celebrate the International Day of Sport for Development and Peace on #April6 since 2013.

Participating in the digital campaign means you share and spread the vision that sport can help to change the world

Play your Peace, Raise your #WhiteCard"



POST 2

Sports are not only hard work and competition. Changing certain rules and focusing on participation and fun rather than on competition and performance, is more effective in achieving an inclusive approach to help people to empower themselves.

Take part to #IDSDP2018 by celebrating Peace through sport on April 6

Take a picture holding a #WhiteCard then posting it on social media to show your engagement for a better world

Play your Peace, Raise your #WhiteCard



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

communication@peace-sport.org

**WHITE
CARD**