#OurVoiceOurFuture
Youth Social Media Campaign

In 2022, #OurVoiceOurFuture became a global platform empowering youth to raise their voice and address issues impacting their generation. In just 6 months, it reached over 76 million people worldwide. Young opinion leaders from Latin America, Africa, Western Balkans, Eastern Partnership Countries, Asia and Middle East joined the campaign with stories on a wide range of topics under the overarching theme of multilateralism, working together for a better tomorrow.

Visit the campaign page where you will find more information about our champions and their work.

As this year we commemorate the 75th Anniversary of the Universal Declaration of Human Rights, we invite young people worldwide to unite and leverage their networks to honour this historic milestone in human rights.

You play a vital role in safeguarding universal human rights in your communities and beyond. That’s why #OurVoiceOurFuture grants youth the platform to speak up and share their inspiring stories.

The European Union’s Diplomatic service, through its global channels, will provide visibility and amplify the voices of young activists advocating for justice and human rights protection. This initiative is rooted in the belief that positive stories hold the power to inspire and ignite change for a better tomorrow.

#OurVoiceOurFuture journey in 2023

The campaign is an ongoing initiative, organically evolving on social media. Young opinion leaders worldwide continue to use the campaign hashtag, and we persist in providing visibility to their efforts.

We encourage you to actively participate and engage with the campaign by using the hashtags #OurVoiceOurFuture & #UDHR75 for your campaign content in the area of human rights. We will closely follow your accounts and interact with your content.

While the campaign continues its organic growth, we will specifically highlight four significant milestones on our own channels:

- August 12: International Youth Day
- September 18-19: United Nations Sustainable Development Goals Summit
- October 24: United Nations Day
- December 10: International Day of Human Rights
We encourage you to use these key moments to step up your social media communication within the campaign. During these occasions, exceptional and captivating social media content will receive additional exposure on our channels.

**Take part!**

1. Post on your most impactful channel (Instagram, Twitter, Facebook) using the campaign hashtags #OurVoiceOurFuture & #UDHR75.
2. Fill in the Excel sheet with the links to your posts for content tracking and visibility assessment. Quality content will be cross-posted on our accounts.
3. Tag and interact with our social media accounts:
   - Facebook: European External Action Service – EEAS
   - Instagram: @eudiplomacy
   - Twitter: @eu_eeas

**Actions you can take:**

1. **Promote the campaign:** Share information about the 75th Anniversary of the Universal Declaration of Human Rights and encourage your followers to join the campaign. (Resources [here](#) and [here](#). **Campaign visuals** you may want to use.
2. **Share on your channels:** Share stories about your work, values, challenges, or vision for the next 75 years of human rights. Highlight the importance of collective efforts in protecting human rights. Inspire others with stories of human rights defenders and their struggles.

**Storytelling options:**

- **Videos:** Capture personal narratives or document human rights issues/actions visually.
- **Interviews & live events** with human rights advocates or defenders to showcase their work and impact.
- **Art:** Express human rights through poetry, music, photography, street art, etc.

**Content:**

Choose a human rights topic that resonates with you. From education and climate change to LGBTQI+ rights, racism, gender-based discrimination, and bullying – the possibilities are endless. Stay true to yourself and share your passion with the world. Continue using your visual identity and your personal touch in your assets.

Please make sure that your content does not violate any copyright law and does not affect privacy rights of other people depicted in your works.

**Get inspired!** Best practice examples of organic content under the campaign’s hashtag:

- **Francisco Vera** from Colombia participated in the Human Rights Defenders Conference in Vienna.
- **Tomas Fenati** from Argentina took part in Europe Day celebrations in Brussels.
- Jessica Mshama from Tanzania interviewed [world leaders](#) at the United Nations Headquarters.
- **Gladys Ardon from El Salvador** has given multiple TV and radio interviews.
- **Paul Siniga from Tanzania** was interviewed by Deutsche Welle in Germany.
Get in touch!

Be proactive and let us know about your social media plans in advance. This will allow us to prepare different tracks of action to give visibility and amplify your communication:

1. IG collaboration between our account and yours
2. IG/FB lives
3. Publish your content on the campaign page
4. Include your content in EU branded campaigns

Write to Ourvoices@eeas.europa.eu

About us:

We are the Diplomatic Service of the European Union, dedicated to international peace, human rights, and the rule of law. The EU is a firm promoter and defender of human rights and democracy across the world, as well as within its own borders.

For more information:

- Human Rights and Democracy
- European External Action Service
- 75th Anniversary of the Universal Declaration of Human Rights