Our voice, our future - Youth Social Media Campaign on Multilateralism

Every year, at the United Nations General Assembly history is in the making: global leaders and change-makers gather to discuss the burning issues of our time and set the global agenda for the year ahead. This September, nations of the world will gather for the 77th General Assembly (#UNGA77). This is the right time to bring your stories forward and to give visibility to issues affecting the youth the most, especially during the European Year of Youth. Having your voice heard during this key diplomatic moment of the year can bring change and shape our future.

Duration of the campaign

#OurVoiceOurFuture campaign is starting now and will continue until 27th September, the closing day of the United Nations High Level Week in New York.

Start posting in your channel with most impact (Instagram, Twitter, Facebook, Tiktok, etc.) using the campaign hashtags #OurVoiceOurFuture #UNGA77

On 12th August - the International Day of Youth - the campaign web page will become public and will be featuring your stories, inspiring others to join in.

Send a powerful message to the world and invite your community to join the campaign!

- Speak up about your values, voice your challenges and share your vision for a better world
- Highlight the importance of working together. Nations, communities, individuals - we share one planet and a common future
- Share inspiring stories of resilience of individuals or communities

How to contribute

- Create/post your content to tell your story about the topic of the campaign
- Invite/challenge others to join
- Simply use the hashtags #OurVoiceOurFuture #UNGA77 in any relevant social media posts you publish during the campaign period
- Tag our accounts and interact with the campaign content we will be publishing on our social media accounts. Highly engaging content will be cross-posted on our accounts.
  
  Facebook European External Action Service – EEAS
  Instagram @eudiplomacy
  Twitter @eu_eas

For inspiration

- post a video of you telling your story alone or with a group of friends
- post a video of yourself performing a musical piece, a song or a poem
- post an interview you have made with someone that reflects the importance of working together towards a better future
- post your artwork reflecting on the challenges humanity faces today

Make sure you use the official hashtags #OurVoiceOurFuture #UNGA77

1 Disclaimer: By tagging our accounts, you agree with the publication of your content on the EEAS website and social media channels.
If you would like to be featured on our channels

We will be releasing a series of outstanding testimonies on our central accounts during the United Nations General Assembly (UNGA77) in September.

Send us a short video (less than 1 minute) where you address the question ‘What can we do to create a better future, and how we must work together to achieve it?’

- Send it to us via email to: ourvoices@eeas.europa.eu

Your content, your story. No limits to creativity!

- Choose your topic. Climate change, ending poverty, fight for equal rights and representation of minorities, education, peace, food security, innovation, digital divide, health, gender equality, and many more topics can be addressed.
- If you choose a particular topic to cover in your story, you can follow a structured approach What is it/Why it matters/What is the future I want?; or
- You may want to go for an original concept

More information on how the EU is cooperating with nations and organisations around the world:

Who we are

We are the Diplomatic Service of the European Union. Together with partners across the world, we work for international peace, human rights and the rule of law. We believe that only by working together we can achieve a better future for all. This is why the European Union is a strong supporter of the United Nations – the only organisation where all the world’s nations gather to discuss common problems and find shared solutions.

This September, world leaders will meet in New York to tackle the challenges facing humanity. The United Nations High Level week (UNGA) is one of the largest annual meetings of world leaders.

More information:
European External Action Service
EU Multilateral relations
EU Public Diplomacy
Multilateralism - Stories

For more information, send a message to ourvoices@eeas.europa.eu with #OurVoiceOurFuture in the subject line.