**Social media kit   
UN 2023 Water Conference  
22-24 March 2023, New York, UNHQ**

**Hashtag:** #WaterAction

**Secondary hashtags:** #GlobalGoals, #SDGLive (SDG Media Zone only)

**Handles:** @UN (Twitter), @unitednations (Facebook&Instagram) @United Nations(LinkedIn)

@GlobalGoalsUN (Twitter), @Sustainabel Development Goals (Facebook)

**Related websites:**

* Conference website: <https://sdgs.un.org/conferences/water2023> (Short link: <https://bit.ly/Water2023> )
* Goal 6 webpage: <https://www.un.org/sustainabledevelopment/water-and-sanitation/> (Short link: [bit.ly/sdggoal6](http://bit.ly/sdggoal14))
* WaterAction page: <https://www.un.org/sustainabledevelopment/un-2023-water-conference-engagement-5-water-actions-you-can-take/>
* Lazy person’s guide on #WaterAction <https://www.un.org/sustainabledevelopment/the-lazy-persons-guide-to-saving-water/>
* Webcast: [webtv.un.org](http://webtv.un.org/)

**Top conference social media moments (continue to be updated):**

* **21 March**: Launch of the Water Development Report at UN Headquarters
* **22 March:** World Water Day
* **22 March:** SDG Media Zone
* **23 March:** World Meteorological Day
* **22-24 March:** Daily Water Conference press briefings, [webtv.un.org](http://webtv.un.org/).

**Social media kit materials**

* All social media materials are available at: <https://trello.com/b/onF4SVco/un-2023-water-conference>
* **New materials** will be added to this board in the lead-up to and every day of the conference.

**Suggested messages (continue to be updated)**

| **Thematic focuses** | **Suggested messages** | **Asset** |
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| ***Countdown & generic messages*** | Water is life.  Water connects us.  Water is possibility!  JOIN the discussion in the upcoming UN 2023 Water Conference and take #WaterAction.  ➡️ https://bit.ly/Water2023  **[CARD]**  **OR**  **[CARD/GIF]** | Download  https://trello.com/b/onF4SVco/un-2023-water-conference |
| **Quote card** | SAVE THE DATE  💧The UN 2023 Water Conference will bring together all stakeholders to take bold #WaterAction & address the challenges surrounding water.  🗓️ 22-24 March  ➡️ <https://bit.ly/Water2023>  #WaterAction #GlobalGoals | Download  https://trello.com/b/onF4SVco/un-2023-water-conference |
| **Access to water – human right** | Clean water is a human right.  Around 2 billion people still lack safe drinking water.  Get ideas on what #WaterAction you can take.  ➡️https://bit.ly/5WaterActions **[CARD]** | Download  <https://trello.com/c/ltkytZNw>  OR    OR    Download  https://trello.com/b/onF4SVco/un-2023-water-conference |
| **Water and sanitation** | More people have access to mobile phones than toilets and sanitation.  But access to safely-managed sanitation is crucial for healthy lives.  The UN 2023 Water Conference will be an opportunity to scale up the efforts to ensure access to sanitation for all. #WaterAction  ➡️ https://bit.ly/Water2023 **[CARD]** | Download  https://trello.com/b/onF4SVco/un-2023-water-conference |
| **Water -Gender** | In many areas affected by water stress, women & girls have the responsibility of fetching water  Access to clean water should NOT be a burden for women & girls  Embedding gender equity into policy at will be crucial to achieving water & sanitation for all  #WaterAction  <https://bit.ly/Water2023>  **[CARD]** | Download  https://trello.com/b/onF4SVco/un-2023-water-conference |
| **Water- Gender** | Water💧 or School🏫?  NO GIRL SHOULD HAVE TO CHOOSE.  Water collection can take time away from girls’ education and sometimes even prevent their attending school altogether.  We must take #WaterAction now to ensure a water-secure future for ALL.  https://bit.ly/Water2023 | https://trello.com/b/onF4SVco/un-2023-water-conference |
| **Water Stress** | Water scarcity causes a ripple effect across societies:  🧳Displacement  🍞Food scarcity  🪫Energy shortages  🏫Missed school day  🕊️Conflict  …  We need innovative solutions and #WaterAction to keep water flowing.  https://bit.ly/Water2023 | <https://trello.com/b/onF4SVco/un-2023-water-conference> |
| **Water for Climate** | Climate change is happening now.  Water is part of the solution.  🚿Take short shower  🪴Avoid over-watering plants  🥘Throw away less food  🌞switch to renewable powered water system  Addressing the climate & water crisis is possible if we #ActNow. <https://bit.ly/3GT7zDb>  **[CARD]** | Download  https://trello.com/b/onF4SVco/un-2023-water-conference |
| **Water Action** | We need action to ensure everyone has access to clean and safe water supplies.  Everyone can be part of the solution:  🚿Take shorter showers  🚰Don’t let the tap run  🍅Buy local, seasonal food  Share your #WaterAction  ➡️ https://bit.ly/5WaterActions  **[CARD]** | https://trello.com/b/onF4SVco/un-2023-water-conference |