

# NATO Engages Social Media Toolkit

This spring marks the **70th anniversary of the Washington Treaty**, the founding document of the North Atlantic Treaty Organization.

**NATO Engages 2019** is a **town hall-style scene-setting** event on **April 3, 2019** to encourage a broader public conversation about the importance of NATO, honor and celebrate the alliance's achievements, and discuss NATO's future at this crucial time for the transatlantic community. The event is hosted by a consortium of partner organizations and features prominent current and former government officials from the US and allies and will take place at The Anthem on the Washington, DC waterfront.

## Join the Discussion – Shape the Future

As we gear up for NATO Engages on April 3, we're counting on you to spread the word.

While each of us may have our own plans to mark NATO's 70th anniversary, we can also come together to spread a unified message on the importance and relevance of this alliance that has stood the test of time.

Everything you need to share the NATO Engages message can be found in this email.

## Before April 3: Make Some Noise

Spread the word on social media beforehand by sending out a number of postings on your own accounts on various platforms leading up to the April 3 NATO Engages event.

Here are some sample texts you can use as-is or edit as you see fit:

**Tweet 1:** The countdown begins! As NATO marks its 70th anniversary this year, current and former government officials gather on April 3 in Washington D.C. to discuss how #NATOEngages with its allies. Find out more here: <https://nato-engages.org>

**Tweet 2:** On April 3, as NATO marks its 70th anniversary, the @AtlanticCouncil, @MunSecConf, and @gmfus will host a day-long conference featuring high-level US and

European government officials. Join the conversation with #NATOEngages. Find out more here: <https://nato-engages.org>

**Tweet 3:** EVENT April 3, 9 AM EDT Leaders from both sides of the Atlantic will meet in Washington D.C. as NATO celebrates its 70th anniversary. Follow the conversation. Be part of the conversation. <https://nato-engages.org> #NATOEngages

**Tweet 4:** On April 3, as NATO marks its 70th anniversary, we join a consortium of allied organizations and countries for a day-long conference to discuss all things NATO. Join the conversation with #NATOEngages and find out more here: <https://nato-engages.org>

Did you know that tweets with images receive 150% more retweets than tweets without images? We've attached a handful of images you can mix and match with the language above.

**Hashtags:** Prefer to craft your own tweets? Be sure to add the hashtag **#NATOEngages**, **#NATOat70**, and **#StrongerWithAllies** so your tweets a part of the larger conversation.

## On April 3: Make #NATOEngages trend

We'd also like you to **get involved on April 3**. Following the conversation in the room or online? You can get involved by sharing the content that will be generated by the three consortium partner organizations—the Atlantic Council, the German Marshall Fund of the United States, and the Munich Security Conference.

- All content generated by the consortium partners on April 3 will be listed [here](#) for reuse and repurposing by you, other partners, and media organizations.
- Our onsite photographs will be saved as the day progresses [here](#).
- You'll also find social media-friendly video clips from panels and keynotes saved throughout the day [here](#).

## Media at the Event

We can help support and work with partners and others at the NATO Engages event.

- We will welcome journalists as participants at the meeting. To accredit as media, email Nicole ([NMeir@atlanticcouncil.org](mailto:NMeir@atlanticcouncil.org) / 203-807-2253) or Sydney ([ssimon@gmfus.org](mailto:ssimon@gmfus.org) / 770-712-8104). Press seating is available in the audience, and additional seats will be set up in the camera area on stage. There will also be a press room available, where the livestream of the event will play.
- If you would like to use Facebook Live or podcast at the event, we have a room set aside for use as a social media studio - let us know and we will connect you with the scheduler for this room.
- If you have scheduled media interviews where you need a private space and need help finding a good room to use, ask Nicole and Sydney.

- Camera space is available at the event, on stage or directly below the stage, and multibox plug-in is also available.
- Send us the addresses of your social media accounts so we can follow you and help retweet and share your comments, and follow us so you can do the same. We will be very active during the event!

## Key Links

- [NATO Engages website](#)
- Consortium Partners on Social Media
  - [Atlantic Council](#) ([Twitter](#), [Facebook](#))
  - [German Marshall Fund](#) ([Twitter](#), [Facebook](#))
  - [Munich Security Conference](#) ([Twitter](#), [Facebook](#))
- Hashtags:
  - [#NATOEngages](#) (Consortium)
  - [#NATOat70](#) (NATO)
  - [#StrongerWithAllies](#) (Atlantic Council)
- [NATO Engages 2019 Digital Content List](#)
  - [All photos \(jpegs at Box.com\)](#)
  - [Edited photos \(jpegs at Box.com\)](#)
  - [Session videos \(mp4s at Box.com\)](#)

## Attachments

Attached to this email you should find:

- The NATO Engages agenda
- Social media tiles
- Press release