



Social media guide

2016 Support. Don't Punish Global Day of Action

Introduction

On Friday 26th June, thousands of activists and supporters will participate in events in more than 100 cities around the world, as part of the [Support Don't Punish](#) campaign's [Global Day of Action](#).

26th June is the United Nations' International Day Against Drug Abuse and Illicit Trafficking – a day that on which many governments celebrate their contributions to the global 'war on drugs'. In the past, some governments have even commemorated this day by holding public executions or beatings of drug offenders.

By taking part in the Global Day of Action, you can help to “reclaim” the message on this important day.

The list of participating countries is [available here](#), we hope that you will be able to join them. But even if there is no action planned in your city, there are a number of ways you can support the campaign.

Top actions you can take before 26th June

- Like and share our [Facebook page](#)
- Follow and retweet us on [Twitter](#)
- Sign up to our [Thunderclap](#) – a social media tool that enables people to share the same message at the same time from all over the world on 26th June. You can sign up from your Facebook, Twitter and/or Tumblr accounts, and it only takes a few seconds!

The screenshot shows a Thunderclap campaign page titled "26 June: Global Day of Action" by "Support.Don't Punish". The main message is: "On the Global Day of Action, we call for an end to the #WarOnDrugs and for better drug policies! #SupportDontPunish" with a link to "http://thndr.me/fZWupp". The page displays progress: 110 of 500 supporters (22% of goal), 430,361 social reach, and 9 days left (ends June 26, 12:30 PM BST). At the bottom, there are three red buttons for "support with FACEBOOK", "support with TWITTER", and "support with TUMBLR". A footer note states: "We will post this one-time message to your account on June 26 at 12:30PM BST. About Support & Privacy".

- Share activities that are planned in your city, using the campaign hashtag #supportdontpunish so that your tweet will feature on our [homepage](#)
- Participate in the campaign's [Interactive Photo Project](#) – through which over 7,000 people have shown their support for the campaign. Just download the [campaign poster](#), take your photo and then send it to campaign@idpc.net to be uploaded on the website, [Facebook](#) and [Flickr](#).

Top actions you can take on 26th June

- [Download our logo](#) as your profile picture on Facebook and Twitter, and use our specially designed Facebook '[cover picture](#)' on your profile
- Share photos and videos of the activities taking place in your city live on Facebook and Twitter (using the hashtag #supportdontpunish)
- Retweet @SDPcampaign, through which we will share the latest photos and events happening from all over the world
- Share the [latest video](#) published by Support. Don't Punish on the end of the global consensus on prohibition at the UNGASS
- Share the tweets below:

Over 100 cities worldwide unite to end the war on drugs as part of the #supportdontpunish global day of action <http://bit.ly/1VS1awx>

Thousands of activists call for the end of the #warondrugs at the occasion of the #supportdontpunish day of action <http://bit.ly/1VS1awx>

My city stands with 100 others to promote #harmreduction and #decriminalisation #supportdontpunish #10by20 <http://bit.ly/1VS1awx>

Today, I call for the end of the #deathpenalty against drug offenders #betterdruglaws #supportdontpunish <http://bit.ly/1VS1awx>

Let's reform drug laws to promote #humanrights and #harmreduction #supportdontpunish <http://bit.ly/1VS1awx>

#Harmreduction saves lives! Redirect resources from the #drugwar to #harmreduction #10by20 #supportdontpunish

I'm standing up for #health #humanrights and #harmreduction #supportdontpunish <http://bit.ly/1VS1awx>

Today is #supportdontpunish day. Stand up with thousands of people worldwide to support #humanrights & #harmreduction <http://bit.ly/1VS1awx>