



HOW-TO GUIDE

GLOBAL DAY OF ACTION

26th JUNE 2017*

COMMUNICATIONS GUIDE

This Communications Guide offers some advice and recommendations for how to engage in social media and with the media, prior to and during the [2017 Global Day of Action](#). If you have any questions or require any further assistance, please contact us at campaign@idpc.net or through the new [Slack channel](#) for the campaign.

* Actions may take place on or around Monday 26th June 2017, as required in each local setting.

www.supportdontpunish.org



1. ENGAGING ON SOCIAL MEDIA

Whether or not you are organising, or participating in an action in your city, there are many ways in which you can engage with the campaign through social media channels throughout the Global Day of Action.

Top actions you can take before 26th June

- If you are organising or participating in an action, create a Facebook Event page to share information about the activities that are planned in your city ahead of time, using the hashtag [#supportdontpunish](#)
- Like and share our [Facebook page](#)
- Follow and retweet us on [Twitter](#) (@SDPcampaign)
- Get in touch with influential people/celebrities and ask them to tweet about your action on 26th June.

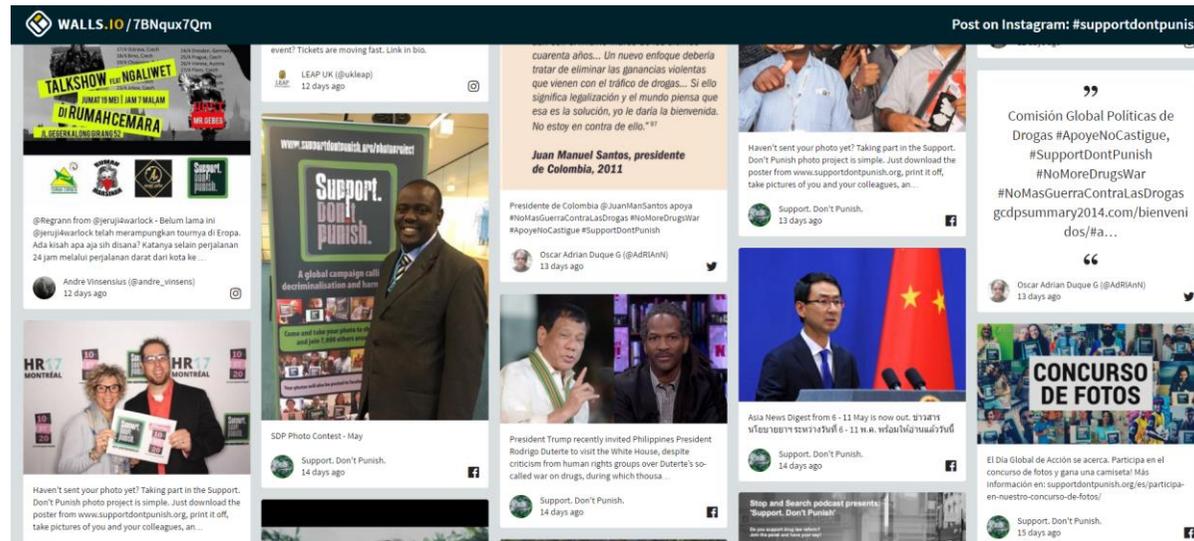
Top actions you can take on 26th June

- Download the [Support. Don't Punish 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 our [Facebook page](#) or on Twitter using the hashtag [#supportdontpunish](#). All your photos and videos will be collated on our [Social Wall](#), so also check it out regularly to follow all the activities that are happening around the world!
 - Retweet @SDPcampaign, through which we will share the latest photos and events happening from all over the world
 - Share the tweets below. We recommend using [Tweetdeck](#) to maximise the impact of your tweets.
- Over 100 cities worldwide unite to end the war on drugs as part of the #supportdontpunish Global Day of Action tiny.cc/SDP2017
- Thousands of activists call for the end of the #warondrugs at the occasion of the #supportdontpunish Day of Action tiny.cc/SDP2017



How-To Guide 2017: Communications

- 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 #supportdontpunish tiny.cc/SDP2017
- Let's reform drug laws to promote #humanrights and #harmreduction #supportdontpunish tiny.cc/SDP2017
- #Harmreduction saves lives! Redirect resources from the #drugwar to #publichealth #10by20 #supportdontpunish tiny.cc/SDP2017
- I'm standing up for #health #humanrights and #harmreduction #supportdontpunish tiny.cc/SDP2017
- Stand up with thousands of people worldwide to support #humanrights & #harmreduction tiny.cc/SDP2017





TIMELINE	ACTIONS	TICK WHEN COMPLETED
1 to 10 June	Set-up a Facebook event for your action that can be promoted and for people to sign up to. Once you have the event 'URL', please send it to campaign@idpc.net for inclusion on the main website. Include maps and directions too, if needed.	
1 to 23 June	Contact influential bloggers, individuals and organisations that you know and ask them to help promote the campaign – both through sharing your content on social media, or asking them to feature the campaign in their own work. Invite them to the Global Day of Action as well.	
1 to 25 June	Start promoting via social media before the event in order to build the momentum. This includes:	
	➤ Blogs about the campaign and your plans – linking it to local stories, events and news	
	➤ Promoting the campaign and your event through Facebook – posting news, pictures and updates, and 'sharing' / 'liking' the central campaign Facebook page	
	➤ Promoting your event through Twitter, using the #supportdontpunish hashtag. This will then appear on the campaign website and the Social Wall	
	➤ Take part in the ' Interactive Photo Project ' by downloading the campaign poster and submitting your photos to campaign@idpc.net . You can also use your photo as a profile photo on the Global Day of Action	
	➤ Promote the campaign through any newsletters and websites that you, your organisation and/or your partners have	
26 June	On the morning of the event, make some final posts to remind people, and then try and post pictures and updates to Facebook/Twitter during the event as well, using the #supportdontpunish hashtag.	
26 June	Change your profile photo on Facebook and Twitter, using the campaign logo or a photo of yourself with the logo.	
26 June	Make arrangements for colleagues and friends to photograph or film the event for posting on social media, using the #supportdontpunish hashtag, as well as others such as #harmreduction	



	#humanrights #decriminalisation #deathpenalty. Make sure you spread your tweets throughout the day (no more than 1 tweet every 30 minutes). Use TweetDeck to help schedule your tweets.	
26 June	Please send photos, videos, media coverage and other links to campaign@idpc.net .	
After 26 June	Keep your social media accounts updated with photos and feedback from the Global Day of Action, including links to any media coverage, and adding photos on your tweets whenever possible. And don't forget to use the #supportdontpunish hashtag.	

2. ENGAGING WITH THE MEDIA

One of the greatest impacts that the campaign can have is with the local and international media – attracting positive media attention and raising awareness of the campaign issues, and allowing people who use drugs and others affected by the war on drugs to tell their stories and be heard. We will provide a series of [template media advisories and media releases](#) to assist with this process.

Top actions you can take before 26th June

We recommend that you engage with key local/national media and photographers about a week before 26th June, to inform them about the actions being planned in your city with a media advisory. You can then send a follow up message to key media contacts the day before the event to invite them to cover the event.

It is often tricky to get media attention on drug policy reform/harm reduction issues, as most media outlets also have their own agendas and priorities, and they receive numerous ideas and requests every day. So be selective in your choice of journalists and photographers, and be clear, concise and compelling in your message to them. Try to engage media outlets with the largest reach, but also those that have previously written articles or conducted interviews related to drugs, drug policy and harm reduction.

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We recommend contacting specific journalists by name rather than sending open-ended queries to generic email addresses. When choosing your media outlets, consider:

- What do you wish to communicate?
- What are the 4-5 key talking points you'd like to see appear in the media? These can/should be a mix of global campaign messages and local issues
- Who you are trying to engage?

Top actions you can take on 26th June

In order to make the actions as media-friendly as possible, try and have participants pose for photo opportunities near key landmarks, or with creative 'media stunts' such as [street art](#), [flash mobs](#) or [musical events](#).



*Street art in Bosnia-Herzegovina,
2013*



*Concert and traditional dancing in South Africa,
2016*



Flash mob in Egypt, 2015



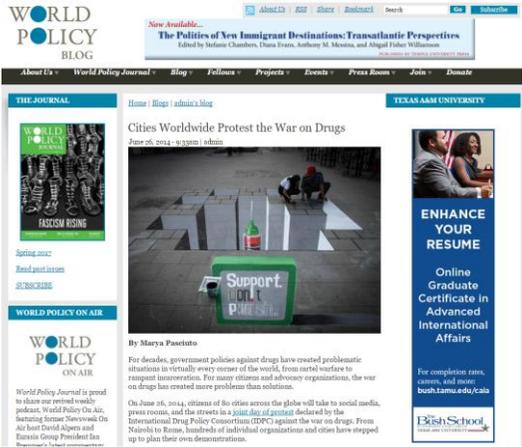
How-To Guide 2017: Communications

You should also try and take your own photos and videos (in landscape format) of the action too. This will enable you to send a press release with a summary of the event and the best photos and videos taken to key media outlets right after the event has taken place. Ideally, prepare the press release on the day so that you only have to add a few details and visuals and send quickly enough to get coverage on the following day.

You can also choose to write an article, a blog or an OpEd for a print or online media outlet. When doing this, make sure that you write in an accessible style, free of acronyms and drug policy jargon to reach out to as wide an audience as possible. Whatever the medium, your audience is likely to consist of people who know nothing about the difficulties that people who use drugs face or the human rights implications of the war on drugs.

The campaign team – based in London – will also be coordinating the various local activities and media coverage in order to package the story to international wire agencies and major international papers with a collection of the best photos of the day – so send us a few of your best photos for us to share!

Remember – just like the actions themselves, media engagement works best when it is tailored to your local needs and messages.



World Policy article



BBC World News



Radio interview in Nigeria



TIMELINE	ACTIONS	TICK WHEN COMPLETED
1 to 10 June 2017	<p>Compile a list of local journalists and media contacts – including their names, the company they work for, their email address, and their contact numbers.</p> <p>Include journalists and reporters who focus on health, medical and social issues, as well as general news desk and picture desks.</p>	
12 to 17 June	<p>Download and adapt/translate the pre-event media advisory (this will be made available in English, French and Spanish soon). Distribute this to your media contacts in mid-June, no later than a week prior to the event.</p> <p>Include the details of a local spokesperson to deal with any queries, and make sure that this person understands the campaign well.</p>	
12 to 22 June	<p>Follow up the media release by arranging to meet some of the key journalists. Take some campaign information with you, as well as information on your organisation.</p>	
22 to 25 June	<p>Download and adapt/translate the media release for the day of the event (this will be made available soon). Release it under embargo 1-2 days before the event with personalised emails whenever possible.</p> <p>Follow up with phone calls to confirm that photographers and journalists will be present. Include the details of the local spokesperson – this person should be present at the event itself and should be ready to respond to journalists’ questions when needed.</p>	
26 June	<p>After the event, please keep the campaign team updated with links to any media coverage you have seen – please send these to campaign@idpc.net.</p> <p>Follow up with key media contacts with an updated press release and the best photos and videos from your event</p>	



3. ADDITIONAL INFORMATION AND RESOURCES

You can view previous actions from around the world from [2016](#), [2015](#), [2014](#) and [2013](#). Additional resources can be found at <http://supportdontpunish.org/resources/>, and also on the [Slack channel](#).

4. CAMPAIGN TEAM CONTACT DETAILS



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