



Prayer for Everyone  
Faith in Action to Share the Global Goals  
September 24-October 1, 2015

### Social Media Toolkit

On September 25th 2015, 193 world leaders will commit to 17 Global Goals to achieve 3 extraordinary things in the next 15 years. End extreme poverty. Fight inequality & injustice. Combat climate change.

The more people who know about the Global Goals for sustainable development, the more successful they'll be. If we all fight for them, our leaders will make them happen. So they need to be famous.

Prayer for Everyone invites you to share the new Global Goals for Sustainable Development with your community and explore the Goals through the teachings of your Faith, in a worldwide week of faith action, from September 24 to October 1, 2015.

Social media is an important component in telling friends and fellow members of your Faith community about the Global Goals; it makes communication personal but quick, and is an easy way to share your message with a wide community.

This toolkit explains the ways you can use the power of your voice for #prayerforeveryone on social media for and shows you where you can find tools to help you do this.

Which Goal will you champion in your #prayerforeveryone

### Thank you for Telling Everyone about the #GlobalGoals

Hashtags to use: **#PrayerforEveryone** **#GlobalGoals**

- Find **suggested Tweets, Facebook Posts** and **Sharegraphics for Instagram** with quotes related to the #GlobalGoals from spiritual leaders and holy texts to connect with members of **YOUR Faith** at: [www.prayerforeveryone.org/resource-centre](http://www.prayerforeveryone.org/resource-centre)
- Download more **things to share** about **each individual Goal** at: <http://www.globalgoals.org>
- Football is one of the world's most powerful communication tools—reaching young and old in every corner of the world. Played by all faiths, it's a powerful way of building community. Join [Usain Bolt](#), [Akshay Kumar](#) & [Gareth Bale](#) and do a **#DizzyGoals** challenge with your team! [www.globalgoals.org/dizzy-goals](http://www.globalgoals.org/dizzy-goals)
- Take a **Global Goals Selfie** with the number of the Goal you feel most passionate about: [www.globalgoals.org/tell-everyone](http://www.globalgoals.org/tell-everyone)
- Star in the **We the People video** and Tell Everyone about the future you want to see. Pick one of the #GlobalGoals that means the most to you and film yourself: <http://wethepeople.globalgoals.org>

## Background on the UN Global Goals for Sustainable Development

The 17 Global Goals are action-oriented, global in nature and universally applicable. They take into account different national realities, capacities and priorities. They build on the foundation laid by the Millennium Development Goals (MDGs), seek to complete the unfinished business of the MDGs, and respond to new challenges. These goals constitute an integrated, indivisible set of global priorities for sustainable development.

### THE GLOBAL GOALS For Sustainable Development



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- 1. NO POVERTY :** End poverty in all its forms everywhere
- 2. ZERO HUNGER :** End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- 3. GOOD HEALTH AND WELL BEING:** Ensure healthy lives and promote well-being for all at all ages
- 4. QUALITY EDUCATION :** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- 5. GENDER EQUALITY :** Achieve gender equality and empower all women and girls
- 6. CLEAN WATER AND SANITATION :** Ensure availability and sustainable management of water and sanitation for all
- 7. AFFORDABLE AND CLEAN ENERGY :** Ensure access to affordable, reliable, sustainable and modern energy for all
- 8. DECENT WORK AND ECONOMIC GROWTH :** Promote sustained inclusive and sustainable economic growth, full and productive employment and decent work for all
- 9. INDUSTRY, INNOVATION AND INFRASTRUCTURE :** Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
- 10. REDUCED INEQUALITIES :** Reduce inequalities within and among countries
- 11. SUSTAINABLE CITIES AND COMMUNITIES :** Make cities and human settlements inclusive, safe, resilient and sustainable
- 12. RESPONSIBLE CONSUMPTION AND PRODUCTION :** Ensure sustainable consumption and production patterns
- 13. CLIMATE ACTION :** Take urgent action to combat climate change and its impacts
- 14. LIFE BELOW WATER :** Conserve and sustainably use the oceans, seas and marine resources for sustainable development
- 15. LIFE ON LAND :** Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- 16. PEACE AND JUSTICE STRONG INSTITUTIONS:** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.
- 17. PARTNERSHIPS FOR THE GOALS :** Strengthen the means of implementation and revitalize the global partnership for sustainable development