



ECONOMIC JUSTICE MOBILISATION SOCIAL MEDIA TOOLKIT

Global Days of Action for FFD4 Conference, 27 – 29 June 2025

We are calling to post **social media content and messages on the same days from June 25 through June 29.**

You are invited to:

1. Create your own posts on social media with the information below – the see social media calendar, themes, hashtags etc
2. Create and share your own content – take short videos talking on the impact of the debt crisis and austerity on your community and countries.
3. Use the sample posts – see in the table below.
4. Or share and comment on the posts from others – search for #EconomicJustice

SOCIAL MEDIA CALENDAR, THEMES, SAMPLE POSTS AND HASHTAGS

	June 25th	June 26th	June 27th	June 28th	June 29th
Theme	Tax justice	Debt justice	System change	System change	System change
Text and Sample Posts	<p>More than 1100 CSOs demand Economic Justice:</p> <p>Tax Justice: To build just economies we must create a progressive tax system, tax the super-rich and large corporations to curb inequality.</p> <p>Change the System: Transform the outdated, rigged financial system with a fair, democratic and transparent one under the United Nations — including a binding international tax convention.</p> <p>Full text of the statement and list of signatories</p>	<p>More than 1100 CSOs demand Economic Justice:</p> <p>Cancel the Debt: End the debt crisis today by cancelling unsustainable and illegitimate debt.</p> <p>Change the System: Transform the outdated, rigged financial system with a fair, democratic and transparent one under the United Nations — including a binding debt framework convention.</p> <p>Full text of the statement and list of signatories https://economicjustice.global</p>	<p>More than 1100 CSOs demand Economic Justice:</p> <p>Change the System: Transform the outdated, rigged financial system with a fair, democratic and transparent one under the United Nations — including a binding debt framework convention and international tax convention. Everyone deserves a voice in shaping the future, not just a few billionaires.</p> <p>Full text of the statement and list of signatories https://economicjustice.global</p> <p>Sign the statement: https://forms.gle/FWkDNCH7tpEsLGgW9</p>	<p>More than 1100 CSOs demand Economic Justice: Debt cancellation cannot be done in isolation. To build just economies we must (a) tax the super-rich and large corporations to curb inequality, (b) guarantee public services including health care, education, and social protection for all, and(c) accelerate a just transition for people and planet, including a fair, equitable and timebound transition away from fossil fuels as well as the protection of biodiversity and community livelihoods. Choose Hope and Justice!</p> <p>Full text of the statement and list of signatories</p>	<p>More than 1100 CSOs demand Economic Justice:</p> <p>2025 is a Jubilee Year — a rare opportunity to cancel debts and start afresh. Let's create a new financial system to prevent future debt crises, end austerity, create a progressive tax system and tackle climate change. We pledge to stand together and make our values and demands visible everywhere, so that every government feels the urgent pressure to act.</p> <p>Full text of the statement and list of signatories https://economicjustice.global</p>

	https://economicjustice.global Sign the statement https://forms.gle/FWkDNCH7tpEsLGgW9	Sign the statement: https://forms.gle/FWkDNCH7tpEsLGgW9		https://economicjustice.global Sign the statement: https://forms.gle/FWkDNCH7tpEsLGgW9	Sign the statement https://forms.gle/FWkDNCH7tpEsLGgW9
Thematic Hashtags	#TaxTheSuperRich #UNTaxConvention	#CancelTheDebt #UNDebtConvention	#SystemChangeNow	#EndAusterity #EndFossilsNow #UniversalSocialProtection	#CancelTheDebt
Overall hashtags	#FfD4 #FfD4People #EconomicJustice	#FfD4 #FfD4People #EconomicJustice	#FfD4 #FfD4People #EconomicJustice	#FfD4 #FfD4People #EconomicJustice	#FfD4 #FfD4People #EconomicJustice
Tags	Spanish Prime Minister Pedro Sánchez: @sanchezcastejon European Commission: @EU_Commission Tag the head of state and responsible minister from your country	Spanish Prime Minister Pedro Sánchez: @sanchezcastejon European Commission: @EU_Commission Tag the head of state and responsible minister from your country	Spanish Prime Minister Pedro Sánchez: @sanchezcastejon European Commission: @EU_Commission Tag the head of state and responsible minister from your country	Spanish Prime Minister Pedro Sánchez: @sanchezcastejon European Commission: @EU_Commission Tag the head of state and responsible minister from your country	Spanish Prime Minister Pedro Sánchez: @sanchezcastejon European Commission: @EU_Commission Tag the head of state and responsible minister from your country

Flyer					
More Visuals	Trello board See more visuals below the table.	Trello board See more visuals below the table.	Trello board See more visuals below the table.	Trello board See more visuals below the table.	Trello board See more visuals below the table.

Resources and Proposals:

1. [Trello board](#) – The sign-on statement, sign-on forms and visuals are [here](#). This will be updated regularly to include press statements. Please take what you need and adapt them using Canva <https://www.canva.com>. Canva is a free online tool to create flyers, posters and social media graphics. You can upload the jpgs and manipulate them, add text, change colours, etc.
2. **Videos to be posted on these social media channels: Create your own videos!**

We will also collect testimonies from people from the Global South who are participating in the FFD in Seville. We will ask them to share how their country's debt crisis is affecting their lives. You will find them here:

<https://www.facebook.com/ActionAid>

<https://www.youtube.com/@actionaid>

How to create your own video:

Speak about how your country's debt is impacting the life of people and communities and how it is leading to a lack of public services. The video starts with the interviewee's name, work, and home country.

Question: In what ways is your country's debt crisis making life harder for you and your community, especially when it comes to public services like health, education, and social protection?

<https://actionaid.org/publications/2025/who-owes-who> - Debt data from low-income countries can be found here.

Please share the videos with us

3. Files for the Economic Justice symbol rendered in various colours and sizes:

https://drive.google.com/drive/folders/17NFMmmHN_3qyxU1r5xtzGM4lgilGIULP?usp=share_link

https://drive.google.com/drive/folders/17NFMmmHN_3qyxU1r5xtzGM4lgilGIULP?usp=share_link

https://drive.google.com/drive/folders/17NFMmmHN_3qyxU1r5xtzGM4lgilGIULP?usp=share_link

https://drive.google.com/drive/folders/1cRja_pBqG3lccrN80JAORL8sTgMyzwDr?usp=share_link

4. Global Days of Action Symbol



Find more in this [LINK](#).