



Catalyst 2030

Catalysing Change Week

Social Media Toolkit 2024



CCW Social Media Toolkit 2024

This guidebook is for everyone who is going to participate in CCW2024 and would like to raise awareness about the Campaign and sessions. If you are interested in learning more about how to use social media to share news about CCW before, during and after the Week, then this Toolkit is for you. This guidebook includes: details about the Campaign, suggestions for social media, sample posts, visuals, and more.

About Catalysing Change Week (CCW)

Catalysing Change Week (CCW) is the world's largest event led by social innovators and entrepreneurs to share knowledge, exchange ideas and accelerate collaborative systems change during more than 200 sessions and activities in a dedicated annual week. The week is coordinated by Catalyst 2030, bringing together all systems catalysts, including social entrepreneurs, representatives from the private sector, governments, funders and others involved in systems change, to inspire change in support of achieving the SDGs.



Watch CCW2023 video [here](#) ↑

CCW2024 Theme is **“Building the Social Innovation Sector”** Learn more [here](#).

To attend the CCW2024 sessions, register at catalyst2030.info/RegisterCCW



Social Media

Social networking sites can reach a wide audience at little or no cost – use existing accounts, or ask colleagues, partners, volunteers and friends to promote your CCW activities through their personal profiles. Social media is a fast, inexpensive, and effective way to share your news with others!

Follow Catalyst 2030 for CCW2024 updates online

Follow and tag us on social media **@Catalyst2030** on Facebook, LinkedIn and YouTube as well as **@Catalyst_2030** on X and Instagram to link your activity to CCW2024, to engage through posts, likes, retweets and shares.

Use the official CCW2024 hashtags **#CatalysingChangeWeek2024** **#CCW2024** **#Catalyst2030**. Where possible, please include **#SDGs** **#CatalysingChange**.

Stay tuned for updates on the official CCW website: catalyst2030.info/CCW

Learn more about Catalyst 2030: catalyst2030.net/

Suggestions for social media channels

- Follow and tag us on social media **@Catalyst2030** on Facebook, LinkedIn and YouTube as well as **@Catalyst_2030** on X and Instagram to link your activity to CCW2024, to engage through posts, likes, retweets and shares. Tag us to be featured on our page.
- Use the official CCW2024 hashtags **#CatalysingChangeWeek2024** **#CCW2024** **#Catalyst2030**. Where possible, please include **#SDGs** **#CatalysingChange**.
- Remember to update your Facebook, Twitter, Instagram, YouTube, and LinkedIn statuses regularly, and cross-promote all of your social media content!
- When posting on social platforms, be sure that each post includes a visual element of some kind (video, infographic, photo, or other image).
- Feel welcome to share your CCW posts on other social media platforms such as, Snapchat, TikTok, and others, too.

- Take fun photos, including screenshots and videos, and share them with others on social media and in newsletters.



Facebook

- Share your posts, news and updates with others. Tag **@Catalyst2030** on Facebook, in all your posts, photos and videos with the official CCW2024 hashtags **#CCW2024 #CatalysingChangeWeek2024 #Catalyst2030**
- Create a CCW event and send invitations to your network and share status updates.
- Connect with other CCW events/activities and Facebook users with shared interests.
- Use Facebook Live to share live videos from your CCW sessions, events and activities.
- Upload content to Facebook Stories to inform others about your CCW news.



X

- Use tweets for positive messages, calls for action, or to highlight key information about your event. Using hashtags, **#CatalysingChangeWeek2024 #CCW2024 #Catalyst2030**, makes it easy for Twitter users to search for information about events locally and to connect with the global activities. Tag **@Catalyst_2030** on X.
- Include photos and videos in your posts as well as retweet posts created by others.



Instagram

- Take photos and videos during preparations, the week and post-CCW2024. Tag **@Catalyst_2030** on Instagram with **#CatalysingChangeWeek2024 #CCW2024 #Catalyst2030** and share these with others. Also, you can choose to cross-post them to Facebook, X, and/or Tumblr before publishing the content on Instagram.
Note! Instagram does not support hyperlinks in captions. You must add the link into your Bio (Click 'Edit Profile' to add a URL). Then, direct your followers to the link by adding 'Click the link in my bio to read all about it!' to your caption.
- Use Instagram Stories to share news and updates from your CCW sessions and events.
- Use popular hashtags that are trending on Instagram to link them to your posts. This way more people can hear about your CCW sessions, events and activities. Some of the hashtags that you might want to use are: *#SDGs #GlobalGoals #2030Agenda #global #sustainabledevelopmentgoals #sustainabledevelopment #sustainable #sustainability #international #campaign #advocacy #impact #socialimpact #socialgood #makeadifference #environment #nonprofit #ngo #philanthropy #eco #climatechange #photooftheday #picoftheday* Also, include your country and city as hashtags.



LinkedIn

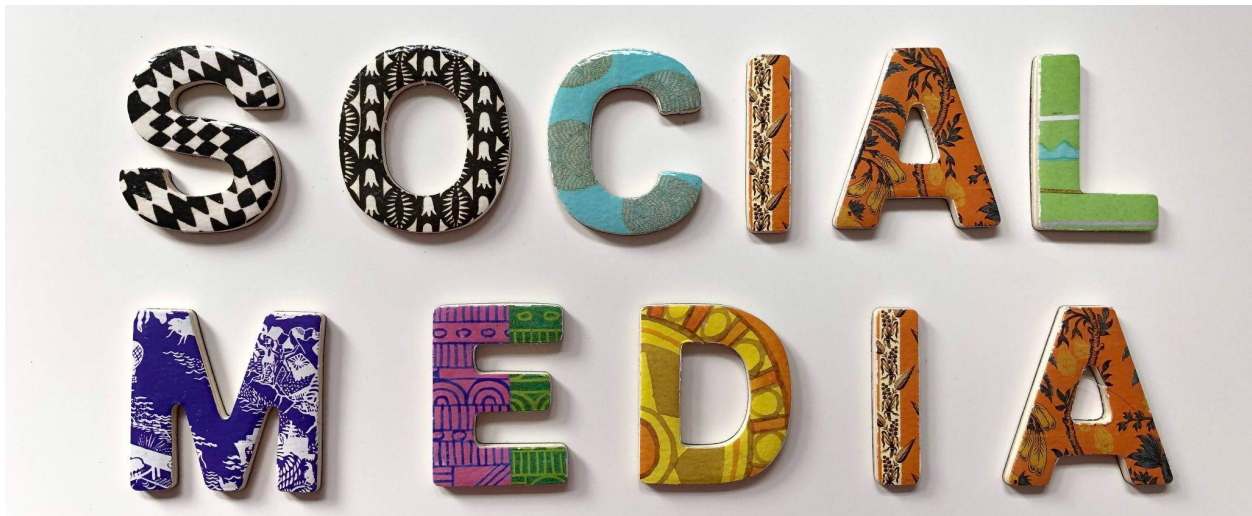
- Create posts about your CCW sessions, plans, preparations, live events, and Campaign highlights and share these with your network on LinkedIn. Tag us **@Catalyst2030** on LinkedIn with **#CatalysingChangeWeek2024 #CCW2024 #Catalyst2030** and help us raise awareness about Catalysing Change Week!
- You can also write an article on LinkedIn, upload YouTube videos, post your CCW photos or SlideShare presentations to your updates.
- Include the official CCW hashtags **#CatalysingChangeWeek2024 #CCW2024** and other, for example: *#SDGs #GlobalGoals #2030Agenda #global #sustainabledevelopmentgoals #sustainabledevelopment #sustainable #sustainability*

*#international #campaign #advocacy #impact #socialimpact #socialgood
#makeadifference #environment #nonprofit #ngo #philanthropy #eco #climatechange*



YouTube

- Subscribe to our **Catalyst 2030** channel on YouTube [here](#).
- Upload videos to YouTube to promote, inform, and educate others about your CCW sessions, events, and activities. You can include the link to your YouTube video or channel in posts on Facebook, X, LinkedIn and Instagram. You can embed videos from YouTube to your website.
- Don't forget to tag **@Catalyst2030** on YouTube with **#CatalysingChangeWeek2024** **#CCW2024** **#Catalyst2030** **#CatalysingChange** where possible.



5 steps to promote your session on social networks

Step 1 Download **CCW2024 Social Media Tiles** [here](#). Please feel welcome to customize these to promote your session.

Step 2 In all your posts and publications, tag **@Catalyst2030** on Facebook, LinkedIn and YouTube as well as **@Catalyst_2030** on X and Instagram. Use the official CCW2024 hashtags **#CatalysingChangeWeek2024** **#CCW2024** **#Catalyst2030**. Where possible, please include **#SDGs** **#CatalysingChange** and other hashtags that help to promote your session topic: **#sustainability** **#climatechange** **#water** **#cities** **#education** and many more.

Step 3 For sessions, please tag your panellists, speakers, journalists, partner organisations, and other stakeholders. It is the best way to invite them to participate and to start a conversation.

Step 4 Share and comment on the posts of other moderators, panellists, and organisations that are taking part in CCW2024.

Step 5 Record a video of 30 seconds or less explaining what your session will be about. Share it by using: the official hashtag **#CatalysingChangeWeek2024 #CCW2024 #Catalyst2030** tag **@Catalyst2030** on Facebook and LinkedIn, **@Catalyst_2030** on X and Instagram.

We will reshare your posts.



Use Sample Social Media Posts and Visuals CCW2024 Resources folder

Everyone is encouraged to share Catalyst 2030 CCW official social media posts on their own social media platforms and websites. We will also be posting about the sessions pre- and during CCW2024 using #CatalysingChangeWeek2024 or #CCW2024 with #Catalyst2030 and encourage you to share, repost and like our posts, and we will do the same for you when you use the suggested hashtags.

CCW2024 Social Media Tiles

Download different CCW2024 Social Media Tiles and other visuals in the CCW2024 Resources folder and/or

at the 'Resources' section on the CCW website.

Please feel welcome to customize these
to promote your session and CCW2024.

Featured CCW2024 Social Media Posts

You can copy-paste and use all these example posts to promote your session and Catalysing Change Week 2024. To access and download these social media visuals, please go to [CCW2024 Resources Folder](#).

All these featured example posts can be used on Facebook, X, LinkedIn and Instagram.

Save the Date & Register For CCW2024

Mark your calendars! 5 days of carefully curated impactful, action-led sessions and events for #CatalysingChangeWeek2024 #CCW2024 on 6-10 May 2024.

Attend sessions by inspirational #changemakers who share best practices, collaborate, co-create & develop solutions for #SDGs that build the social innovation sector

Learn more: catalyst2030.info/CCW @Catalyst_2030



Join #CatalysingChangeWeek2024 #CCW2024 organised by @Catalyst_2030 during 6-10 May 2024 bringing together the world's most innovative and inspiring #changemakers on #SDGs. Explore 200+ sessions. Register at catalyst2030.info/RegisterCCW #CatalysingChange #Catalyst2030



Save the Date & Register For Your Session

Join us during [#CatalysingChangeWeek2024](#) on (sample day/date/time) **Wednesday, 3 May at 17:00 CET** in our session "**Session Title Here**" where **@Tag speaker @Tag speaker @Tag speaker @Tag speaker @Tag speaker** discuss (for example add [#climate](#) [#enviroment](#)) Register at: catalyst2030.info/RegisterCCW / or direct link to your session.



Countdown & Register For Your Session

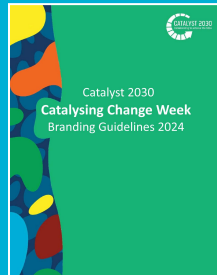
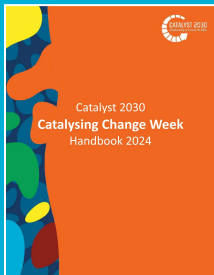
2 MONTHS TO GO! Join us during [#CatalysingChangeWeek2024](#) on (sample day/date/time) **Wednesday, 3 May** at 17:00 CET in our session "**Session Title Here**" where **@Tag speaker @Tag speaker @Tag speaker @Tag speaker @Tag speaker** discuss (for example add [#climate](#) [#environment](#)) Register at catalyst2030.info/RegisterCCW



Download CCW2024 Resources



See the 'Resources' section on the CCW website: catalyst2030.info/CCWResources



Additional, resources include:

- PowerPoint templates
- Zoom background designs
- Logos, visuals/design tiles and templates
- Example Press Release
- Example Invitation Letter
- Promotional CCW2024 Video(s)
- Dedicate CCW2024 Resources Folder

CCW2024 Prep Sessions on Zoom will be held in March/April to share communications and promotional tips.