



## Social media guide

### 2015 Support. Don't Punish Global Day of Action

#### Introduction

On Friday 26<sup>th</sup> June, thousands of activists and supporters will participate in events in 150 cities around the world, as part of the [Support Don't Punish](#) campaign's [Global Day of Action](#).

26<sup>th</sup> 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 26<sup>th</sup> 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 26<sup>th</sup> June. You can sign up from your Facebook, Twitter and/or Tumblr accounts, and it only takes a few seconds!

**“150 cities worldwide unite today to end the war on drugs as part of the #supportdontpunish global day of action**  
<http://thndr.it/1QPfuhL>”

 Support. Don't Punish EMBED </>

SUPPORTERS  
**235** of **500**  
47% of goal supported

SOCIAL REACH  
**6,442,904**  
People

TIME LEFT  
**4 days**  
Ends Jun 26, 12:00 PM BST

Support **Support. Don't Punish** in sharing this message.



We will post this one-time message to your account on  
June 26 at 12:00PM 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 around 5,000 people have shown their support for the campaign. Just download the [campaign poster](#), take your photo and then send it to [campaign@idpc.net](mailto:campaign@idpc.net) to be uploaded on the website, [Facebook](#) and [Flickr](#).

## Top actions you can take on 26<sup>th</sup> 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 tweets below:

150 cities worldwide unite today to end the war on drugs as part of the #supportdontpunish global day of action <http://thndr.it/1QPfuhL>

Thousands of activists call for the end of the #warondrugs at the occasion of the #supportdontpunish day of action <http://supportdontpunish.org/day-of-action-2015/>

My city stands among 150 others to call for better drug policies and end of the #drugwar #supportdontpunish <http://supportdontpunish.org/day-of-action-2015/>

Today, I call for the #decriminalisation of people who use drugs #supportdontpunish <http://supportdontpunish.org/day-of-action-2015/>

Let's reform drug laws to ensure #humanrights and access to #harmreduction #supportdontpunish <http://supportdontpunish.org/day-of-action-2015/>

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

I'm standing up for #health #humanrights and #harmreduction #supportdontpunish <http://supportdontpunish.org/day-of-action-2015/>

Today is #supportdontpunish day. Stand up with thousands of people worldwide to support #humanrights & #harmreduction <http://supportdontpunish.org/day-of-action-2015/>