

17 JUNE 2017



WORLD DAY
TO COMBAT
DESERTIFICATION

SOCIAL MEDIA GUIDANCE
Our Land. Our Home. Our Future
#2017WDCD

17 JUNE 2017

Suggested General Messages



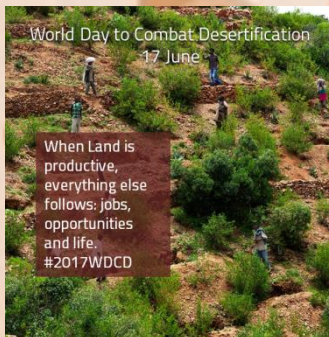
CARD 1: Fight or Flight

Facebook / Instagram:

1 in 5 youth, aged 15-24 years, is willing to migrate to another country. Those in poorer countries even more willing, for a chance to lift themselves out of poverty. Let's restore degraded land that brings jobs and open opportunities for all! #2017WDCD @UNCCD

Twitter:

Let's give young, rural populations better choices & options. Restoring degraded makes the land & life viable for young people. #2017WDCD



CARD 2: Productive Land

Facebook / Instagram:

Is there anything that last forever? A well managed land. Find out how "[Rediscovery of Humanity](#)" changes the vicious circle of degrade-abandon- migrate to the virtuous circle of protect-sustain-restore. Let's help people back to their homes. #2017WDCD

Twitter:

With the right type of investments in land, rural infrastructure and skills development, the future can be bright. #2017WDCD @UNCCD

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Suggested General Messages



CARD 3: Our Land. Our Home. Our Future

Facebook / Instagram:

Hope can be given back to entire communities by restoring land they depend on. But How do you do it? Check [here](#). #2017WDCD

Twitter:

Let us give young people and communities the chance to bring that natural capital back to life and into production. #2017WDCD @UNCCD



CARD 4: 我们的土地 我们的家园 我们的未来

微博:

让我们提供给青少年一个机会，让自然资源重新注入新生，产出更广阔的价值 #2017WDCD #世界防治荒漠化及干旱日

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Social Media Links

[The World Day to Combat Desertification \(17 June\)](#)

[Facebook @UNCCD](#)

[Twitter @unccd](#)

[Weibo @联合国防治荒漠化公约](#)

[Instagram @unccd](#)

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World Day to Combat Desertification Campaign
#2017WDCD](#)