



The World's Largest Lesson - Social Media Toolkit For use during August/Sept 2016

Please share this toolkit with your networks, partners and friends and help us bring the World's Largest Lesson 2016 to life.

It contains background to our campaign, key links and hashtags, sharegraphics and logos for download and suggested posts.

To view online go to: http://bit.ly/WLLSocialToolkit

The World's Largest Lesson is asking educators everywhere to share the #GlobalGoals for Sustainable Development with their students, in the week of 18th September 2016 and inspire a generation committed to making the Goals a reality by 2030.

Last year the World's Largest Lesson was shared in 160 countries This year, let's see if we can empower even more children, in more countries to champion the #GlobalGoals.

This year, we extend this message by inviting young people everywhere to "invent, innovate and campaign" for the Global Goals they care about (World's Largest Lesson Part II animation).

We also have a special focus on Goal 5 – Gender Equality, with HeForShe ambassador Emma Watson, who invites teachers to share the <u>Goal 5 lesson</u> and asks students to <u>conduct the survey activity</u> to find and share the gender ratio of leaders in their local communities: what gender equality looks like #FromWherelStand.

A suite of free teaching resources are available in <u>Arabic</u>, <u>Bengali</u>, <u>English</u>, <u>Hindi</u>, <u>French</u>, <u>Indonesian</u>, <u>Mandarin</u>, <u>Portuguese</u>, <u>Russian</u> and <u>Spanish</u> from our website: www.globalgoals.org/worldslargestlesson

With select materials available in further 24 languages on other platforms (please inquire for further details).

And don't forget to follow us on these platforms:



@TheWorldsLesson



The World's Largest Lesson



@theworldslesson





Key Links:



Download Sharegraphics





Download Logos

Website & Sir Ken Robinson Animation: http://bit.ly/WorldsLesson

Emma Watson Gender Lesson Plan & Project: http://bit.ly/FocusGender

Messaging timeline:

now – 18 th September	Get ready for the World's Largest Lesson
18 th September – 10 th October	World's Largest Lesson begins!
11 th October	International Day of the Girl Child

Key hashtags and handle:

#GlobalGoals @TheWorldsLesson

#FromWhereIStand (For participating in Emma Watson's Gender Equality project survey result)





Key Messages from now - September 18th

- "Get Ready for the World's Largest Lesson!" Mark your diaries for the week of the 18th September
- Everyone knows a teacher, tell them about the World's Largest Lesson
- Plan your lesson for week of 18th September
- Explore the free resources in multiple languages (see goal theme

Everyone knows a teacher! Who can you tell about @TheWorldsLesson? Time to make time for 1 lesson about #GlobalGoals [add graphic: http://bit.ly/WLLshare]



Have you watched @SirKenRobinson 's new animation for @TheWorldsLesson 2016? Tell a teacher! http://bit.ly/WorldsLesson [add GIF or Graphic]

I am/my class is going to be part of @TheWorldsLesson 2016, championing the #GlobalGoals from #COUNTRYNAME are you [add GIF or Graphic]

To achieve the #GlobalGoals by 2030 we need ALL young people to know + care about them. Share @TheWorldsLesson [add GIF or Graphic]

Last year @TheWorldsLesson took place in >100 countries! Make sure your country takes part: www.globalgoals.org/worldslargestlesson

Introduce the #GlobalGoals to the next generation of leaders who'll make them a reality, resources in 10+ languages: http://bit.ly/IntroGoals [add GIF or Graphic]





The UN Global Goals are a plan to shape OUR future, we need to take action to make sure they are achieved! So I'm asking my teacher to include our class in the The World's Largest Lesson 2016.

Here's a link to all the resources, including a gender equality project with @EmmaWatson! Tell your teacher now: www.globalgoals.org/worldslargestlesson [add GIF or Graphic]



I'm/we're looking forward to The World's Largest Lesson 2016, week 18th September, are you? There are free teaching resources on the all the Global Goals in 10+ languages, including animations by @SirKenRobinson and a gender equality lesson plan + survey project with @EmmaWatson

Check them out: www.globalgoals.org/worldslargestlesson [add GIF or Graphic]



Last year over 100 countries took part in The World's Largest Lesson.

All children and young people have the right to learn about the Global Goals - a to-do list for people and planet that will shape their future and they are key to making these Goals a reality. Who [or where] will you share the Lesson with this September?

www.globalgoals.org/worldslargestlesson [add GIF or Graphic]



How can we make the Global Goals a reality?

"Invent, innovate, or campaign!" - take a journey around the world with @EmmaWatson , @SirKenRobinson and some incredible young people already taking action - inspiring! Watch and share YOUR #YouthAction story with The World's Largest Lesson. [add GIF or Graphic]





Key Messages From 18th September – 10th October

"The World's Largest Lesson week begins!"

- Everyone: "take part in the World's Largest Lesson"
- Educators: what does your World's Largest Lesson look like?
 Share a photo or video clip of how you're teaching the World's Largest Lesson & tell
 @theWorldsLesson what your students think about the #GlobalGoals
- Students: Conduct your #FromWhereIStand survey and share your results with @TheWorldsLesson. Let's create a world map by Day of the Girl so we can see where we really stand with #GenderEquality
- Have you seen the World's Largest Lesson <u>animation</u>? How are YOU going to invent, innovate or campaign for the #GlobalGoals?



This is what @TheWorldsLesson 2016 looks like in #COUNTRYNAME! Have you asked your teacher to take part yet? [insert class photo]

It's begun! We've joined in @TheWorldsLesson from #COUNTRYNAME and are taking action on the #GlobalGoals! [insert class photo]

Have you seen @SirKenRobinson + @EmWatson 's #GlobalGoals film? Let @TheWorldsLesson know! www.globalgoals.org/worldslargestlesson [insert GIF or Graphic]

We've chosen to champion #Goal[??] for our @TheWorldsLesson this week! Which #GlobalGoals do you care most about? [insert class photo]

Student in our @TheWorldsLesson today: "INSERT QUOTE"

I've done @emmawatson 's @TheWorldsLargestLesson #GenderEquality survey – #FromWhereIStand in #YOURCOUNTRY my gender ratio is XX:YY [insert result from survey, female:male]!



Today in [Country Name] we joined MILLIONS of young people around the world taking part in the @TheWorldsLargestLesson 2016! WE are the generation that need to make sure leaders keep to their promises and make these Goals a REALITY by 2030.

This was @TheWorldsLargestLesson in my classroom in [Country Name] today. Our students need to know about the #GlobalGoals because they are KEY to achieving them. Have you shared the Lesson yet?

Quote from my student in our @TheWorldsLargestLesson today:

"insert student quote about the #GlobalGoals – why do they matter? Why is youth action key to their success?" [picture or video of your Lesson]

Have you seen @SirKenRobinson 's and @emmawatson 's #GlobalGoals animation yet? Pick from 10 languages! Some amazing examples of how youth can make a huge difference, with their superpower of creativity... Invent, innovate, campaign – watch it:

http://worldslargestlesson.globalgoals.org/

It's begun! This is what @TheWorldsLargestLesson looks like in [Country Name] , what does your #GlobalGoals lesson look like? [insert picture of lesson]





GOAL SPECIFIC: [don't forget to add a GIF or Graphic or add a thumbnail for specific piece of content]







Looking for #GlobalGoals classroom posters for @TheWorldsLesson 2016? Check out 1pg comics: http://bit.ly/1pgGoals [image:



Looking for #GlobalGoals posters to put up in your classroom this September for @TheWorldsLargestLesson?

This set of 1 page Goal comics might be just what you're looking for! http://bit.ly/1pgGoals







Comics are loved worldwide. Brilliantly engaging for your @TheWorldsLesson this September: http://bit.ly/GoalsComics



Looking for an effective, new way to teach your students about the Goals?

@comicsunitingnations have created three unique comics to engage audiences of any age!

Check them out here and let us know your favourite: http://bit.lv/GoalsComics







This #Goal3 Lesson Plan is championed by @iHrithik! Teach your students about Good Health: http://worldslargestlesson.globalgoals.org/global-goals/good-health/



This lesson plan championed by @HrithikRoshan aims to teach children about Good Health and Well-Being! http://bit.ly/HealthyStartPlan

If you're interested in more resources relating to #Goal3 then have a look here for lesson plans and posters: http://worldslargestlesson.globalgoals.org/global-goals/good-health/







'Everybody wins when girls stay in school'–couldn't agree more @camfed! Lesson plan here: http://bit.ly/GirlsStay



Girls' education is a huge investment in the future of our society. Let your students know just how vital it is with a lesson plan in partnership with @camfed

This and many more resources can be found here:

http://worldslargestlesson.globalgoals.org/global-goals/quality-education/







Do your students know that millions like them don't get a chance to go to school? Eye-opening @aworldatschool lesson http://bit.ly/WhyNotSchool



"Education is more than a right. Education is a remedy."- @QueenRania of Jordan wants us to ask why so many children aren't in school. Bring this critical question into your classroom for @TheWorldsLargestLesson 2016 thanks to @aworldatschool with this lesson plan: http://bit.ly/WhyNotSchool

And for even more #Goal4 related resources head to:

http://worldslargestlesson.globalgoals.org/global-goals/quality-education/



How is #GenderEquality key to the success of all the #GlobalGoals? Explore with your class: $\underline{http://bit.ly/GlobalGoal5}$

Mighty Girl shows the power of #GenderEquality in new mission with Chakra the Invincible! http://bit.ly/GlobalGoal5

#FromWhereIStand in #NameOfCountry my ratio is XX:XX!@TheWorldsLesson #GlobalGoals Survey: http://bit.ly/FocusGender [attach a photo of your poster]

What does #Goal5 look like from where you're standing? @EmmaWatson is asking young people EVERYWHERE to take part in the @TheWorldsLargestLesson project this September and share their survey results so we can see where we really stand with #GenderEquality around the world: #FromWhereIStand https://bit.ly/FocusGender

How is #GenderEquality key to the success of all the #GlobalGoals? Explore with your class in @TheWorldsLargestLesson with Chakra the Invincible and Mighty Girl on their new mission: http://bit.ly/GlobalGoal5











Have you heard Rohit's #Goal6 story? Watch @TheWorldsLesson film & prepare to be inspired! www.globalgoals.org/worldslargestlesson [GIF]



For #Goal6 inspiration in the classroom watch Rohit's story of invention in #Bangalore , #India! Some incredible stories of invention, innovation and campaigning by young people from across the globe in @TheWorld'sLargestLesson 2016 animation:

www.globalgoals.org/worldslargestlesson [GIF]

For more #Goal6 #WASH resources check out: http://bit.ly/GlobalGoal6





Want to include your preschool students in @TheWorldsLesson 2016? Easy! -> w/ @hippoworks: https://vimeo.com/album/4040236



Want to include your youngest students in @TheWorldsLargestLesson this September? Easy! 12 short episodes about the #GlobalGoals – "Simon Says 'Save the Climate'" from @hippoworks, with learning materials - take a look:

https://vimeo.com/album/4040236



For a #Goal12 lens + a challenging @TheWorldsLesson explore our new @circulareconomy series: http://bit.ly/Goal12

The pioneering @Ellen MacArthur Foundation have created a series of plans to help you explore the future of the economy in a challenging @TheWorld'sLargestLesson this September for your older students and advanced learners. Brilliantly engaging.

Find out what the Circular Economy is all about and how it can help us achieve #Goal12 by 2030: http://bit.ly/Goal12





Use your @TheWorldsLesson 2016 to cultivate empathy in the classroom w/ plans on #Migration: http://bit.ly/GlobalGoal10 tks @UNICEF @globaleducation



Would you agree that empathy is key to achieving the Global Goals? Use your @TheWorldsLargestLesson this September to help students understand migration as part of our shared history as well as our present with these brilliantly active and creative lesson plans, from @unicef and @campaignforeducation

http://bit.ly/GlobalGoal10







Teaching @TheWorldsLesson 2016 on #PeaceDay? Explore #Goal16 with your class: http://bit.ly/GlobalGoal16

Celebrate #PeaceDay with your students, in @TheWorldsLesson championed by @NancyAjram : http://bit.ly/GlobalGoal16



Use your @TheWorldsLesson 2016 to discuss #Goal16 with your students and celebrate #PeaceDay with these lessons, championed by the brilliant @NancyAjram and @SerenaWilliams In 8+ languages: http://bit.ly/GlobalGoal16





Do your students want to #TakeAction for #Goal14 or #Goal15 ? Lessons for all ages w/ @UNEP: http://bit.ly/GlobalGoal12

#Environment is at the heart of the #GlobalGoals to-do list for 2030. Why? Learn w/ @UNEP: http://bit.ly/GlobalGoal13



Melati and Isabel decided enough was enough. They began organising beach clean ups on their beautiful island home of Bali. They grew their campaign and now plastic bags are going to be banned from 2018! Watch their story illustrated in @TheWorldsLargestLesson animation: www.globalgoals.org/worldslargestlesson