

# LANDMINE & CLUSTER MUNITION MONITOR

## Global Release Media Campaign

### Press Campaign:

#### 1. Translate and distribute the press release to your local and national media

The press releases for Cluster Munition Monitor and Landmine Monitor will be available in **English, French and Spanish** on 1 November (Cluster Munition Monitor) and 24 November (Landmine Monitor).

Please email Tatiana Stephens at [t.stephens@icbl.org](mailto:t.stephens@icbl.org) if you are interested in translating the press release into another language to distribute to your national or local media.

#### 2. Let the Monitor know about any local and national media coverage you receive

Please email any articles that are written about Landmine and Cluster Munition Monitor in your local media to Tatiana Stephens at [t.stephens@icbl.org](mailto:t.stephens@icbl.org).

### Social Media Campaign:

#### 1. Twitter Hashtag Campaign

If you don't know how Twitter and hashtag campaigns work, please read the memo below which will explain everything you need to know to participate!

Join the website Twitter and tweet about the release of this year's monitor reports before, during and after the release of the report. Make sure to include the hashtag: **#Monitor2010** in all of your tweets relating the Cluster Munition Monitor or Landmine Monitor. **The content of the report and the media kits are embargoed and must not be shared before the official release dates**, but on 1 November and 24 November the Monitor will circulate a document with some tweets you can use containing facts from the Cluster Munition Monitor and Landmine Monitor press releases.

#### 2. Donate your facebook status/picture

If you are a member of the website facebook, post a **status** relating to the release of this year's monitor reports before, during and after the release of the report. Your facebook status can be the same as the tweets above, but there is no need to include the hashtag in facebook posts.

On 1 November and 24 November, Change your **profile picture** to:  for the Monitor, to raise awareness about the release of the publications.

#### 3. Distribute Monitor multimedia resources

Use Twitter, facebook or email to share these Monitor multimedia resources on 1 November and 24 November:

- Powerpoint presentations with the Major Findings of both reports. These will also be available as Youtube videos, so people can easily view them without downloading the presentations
- Online photo albums containing the photos (with captions) from both reports.
- Media kits in English, French and Spanish (press release, sample article and quick facts).
- Links to the full online versions of the reports, so that people can read or download the entire reports.

### Global Release Social Media Kits

- Sample tweets with facts from the press releases,
  - links to the multimedia resources, and
  - a .jpg of the facebook profile picture image
- will be sent out on 1 November and 24 November.

Please be ready to participate in our Social Media Campaign and spread the word about Landmine and Cluster Munition Monitor reports and findings using your social networks.