

LANDMINE & CLUSTER MUNITION MONITOR

Global Release Media Campaign Social Media Kit – Cluster Munition Monitor

ALL INFORMATION IN THIS KIT IS EMBARGOED UNTIL 04:00 GMT, 1 NOVEMBER 2010
AND MUST NOT BE SHARED, DISTRIBUTED, OR CITED BEFORE THAT TIME.

Sample Twitter Tweets/Facebook Status updates:



Please note that if you are using these as facebook status updates, you can remove the hashtag #Monitor2010.

Headline:

Swift implementation of cluster munition ban saves lives says *Cluster Munition Monitor 2010*: www.the-monitor.org/cmm/2010, #Monitor2010

General:

First *Cluster Munition Monitor* report released 1 November—read it online: www.the-monitor.org/cmm/2010 #Monitor2010

Use, production, transfer:

38 former cluster munition users, producers, exporters, or stockpilers joined ban on weapon: www.the-monitor.org/cmm/2010 #Monitor2010

Stockpile destruction:

13.8 million submunitions destroyed according to *Cluster Munition Monitor 2010*. Read more: www.the-monitor.org/cmm/2010 #Monitor2010

Contamination:

Deadly cluster munitions contaminate 23 states reports *Cluster Munition Monitor 2010*: www.the-monitor.org/cmm/2010 #Monitor2010

Clearance:

38km² cleared of cluster munitions, 55,156 submunitions destroyed in 2009 says Monitor report: www.the-monitor.org/cmm/2010 #Monitor2010

Lives depend on improved mine action programs in cluster-munition-affected states says report: www.the-monitor.org/cmm/2010 #Monitor2010

Casualties:

16,816 cluster munition casualties reported, but real figure could be as high 85,000 says report: www.the-monitor.org/cmm/2010 #Monitor2010

100 people killed or injured by cluster munitions in 2009, reports *Cluster Munition Monitor 2010*: www.the-monitor.org/cmm/2010 #Monitor2010

Victim Assistance:

Majority of cluster munition victims lack assistance, reports *Cluster Munition Monitor 2010*: www.the-monitor.org/cmm/2010 #Monitor2010

Support:

US\$13.2 million spent on cluster munition ban, clearance, in 2009 says *Cluster Munition Monitor*: www.the-monitor.org/cmm/2010 #Monitor2010

Region-specific:

Asia-Pacific:

Southeast Asia one of most cluster-munition-affected regions world says Monitor report: www.the-monitor.org/cmm/2010 #Monitor2010

Half of new cluster munition casualties in 2009 from Lao PDR, Cambodia, and Vietnam says report: www.the-monitor.org/cmm/2010 #Monitor2010

Europe-CIS

Europe among most cluster-munition-affected regions worldwide says *Cluster Munition Monitor 2010*: www.the-monitor.org/cmm/2010 #Monitor2010

MENA

Only one allegation of use since cluster munition ban negotiated—by the US in Yemen in 2009: www.the-monitor.org/cmm/2010 #Monitor2010

Americas

Americas: 20 nations joined cluster munition ban—but not the USA, Brazil, or Argentina: www.the-monitor.org/cmm/2010 #Monitor2010

You can create your own status focused on your own country or region, but be sure to use the hashtag: #Monitor2010, if you are posting a Tweet on Twitter.

Other related hashtags for use on Twitter are #banclusterbombs and #banlandmines, which are used in Tweets relating to the Convention on Cluster Munitions and Mine Ban Treaty.

Multimedia resources:



There are several resources provided by the Monitor related to *Cluster Munition Monitor 2010* that make excellent links to share on social media websites or via email. Post or email links these user-friendly resources to spread the word about Cluster Munition Monitor findings:

Photo Gallery:		www.the-monitor.org/index.php/LM/Multimedia/Photos
Global Release Presentation:		View on Youtube: www.youtube.com/watch?v=C4r3msRMhfk Download the powerpoint: www.the-monitor.org/index.php/LM/Multimedia/Audio-Visual/Presentations/CMM10-GlobalReleasePresentation-FINAL-PPT
Release Video, featuring Paul Hannon of Mines Action Canada:		View on Youtube: www.youtube.com/watch?v=oRcs_04iwSs
Press Release	English:	www.the-monitor.org/index.php/LM/Press-Room/Cluster-Munition-Monitor-Media-Kit/CMM10-Press-Release-ENG-View
	French:	www.the-monitor.org/index.php/LM/Press-Room/Cluster-Munition-Monitor-Media-Kit/CMM10-PressRelease-FR-View
	Spanish	www.the-monitor.org/index.php/LM/Press-Room/Cluster-Munition-Monitor-Media-Kit/CMM10-PressRelease-ES-View
	Thai:	www.the-monitor.org/index.php/LM/Press-Room/Cluster-Munition-Monitor-Media-Kit/CMM10-PressRelease-TH-FINAL-PDF
Quick Facts	English:	www.the-monitor.org/index.php/LM/Press-Room/Cluster-Munition-Monitor-Media-Kit/CMM10-QuickFacts-ENG-View
	French:	www.the-monitor.org/index.php/LM/Press-Room/Cluster-Munition-Monitor-Media-Kit/CMM10-QuickFacts-FR-View
	Spanish:	www.the-monitor.org/index.php/LM/Press-Room/Cluster-Munition-Monitor-Media-Kit/CMM10-QuickFacts-ES-View
	Thai:	www.the-monitor.org/index.php/LM/Press-Room/Cluster-Munition-Monitor-Media-Kit/CMM10-QuickFacts-TH-FINAL-PDF

Please note that the full media kit is available here:

<http://www.the-monitor.org/index.php/LM/Press-Room/Cluster-Munition-Monitor-Media-Kit> and will be updated to contain any translations of media materials that the Monitor receives from voluntary translators. If you would like to volunteer to translate and distribute to your local media the media materials for Cluster Munition Monitor or the upcoming Landmine Monitor, please email: t.stephens@icbl.org.

Facebook profile picture:

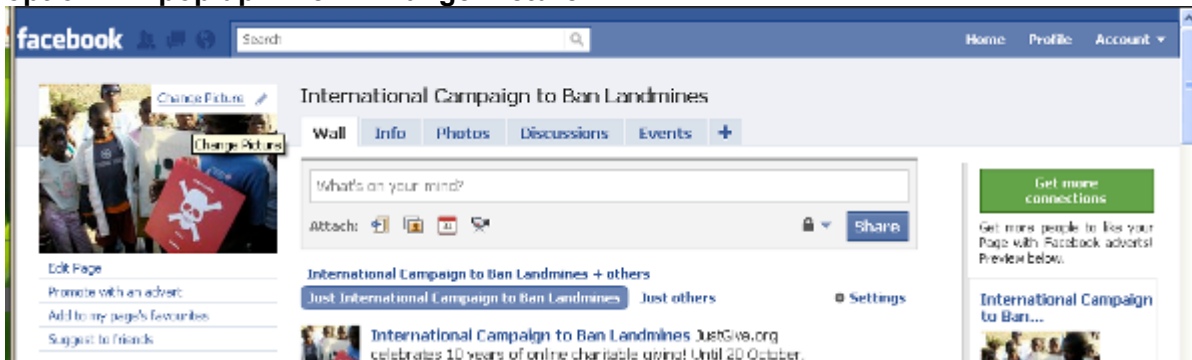


If you are a member of the website facebook, please change your profile picture on 1 November and 24 November to the image of the **M** for Monitor which was sent as a .jpg file along with this kit.

If you have not received this .jpg file email: t.stephens@icbl.org.

Instructions:

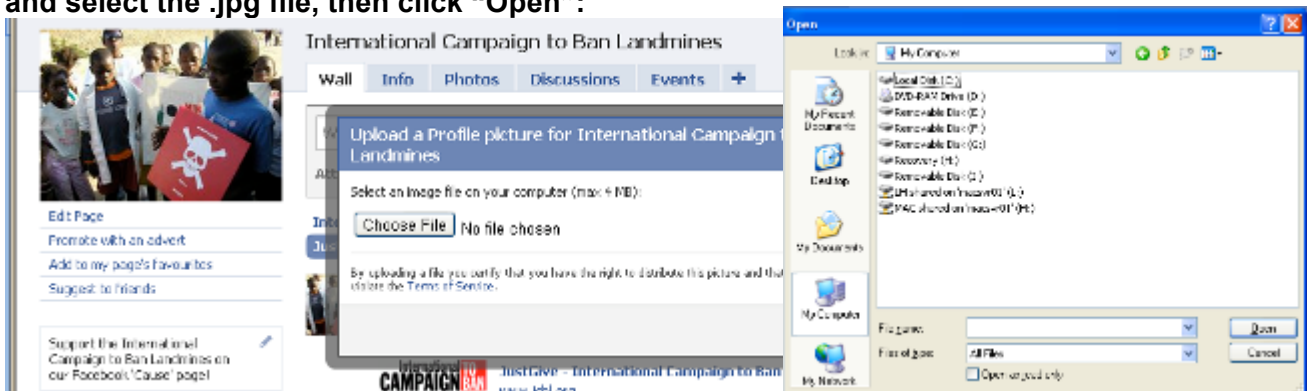
1. Download the attached .jpg image and save it onto your computer.
2. Log into your facebook account and mouse over your profile picture. The “Change Picture” option will pop up. Click “Change Picture”:



3. Select “Upload a picture” from the drop-down menu:



4. Click “Choose File,” a window will pop up to allow you to find the image on your computer, find and select the .jpg file, then click “Open”:



5. After you have selected the image and clicked “Open,” this progress box will appear and then will disappear and your profile picture should be replaced by the “M” image (this may take some time depending on the speed of your internet connection):

