

LANDMINE & CLUSTER MUNITION MONITOR

Global Release Media Campaign Social Media Kit – Landmine Monitor

**ALL INFORMATION IN THIS KIT IS EMBARGOED UNTIL 10:00 GMT, 24 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:

Record-breaking progress for mine ban according to *Landmine Monitor 2010*. Read it online: www.the-monitor.org/lm/2010, #Monitor2010

General:

Twelfth *Landmine Monitor* report released 24 November at the United Nations—read it online: www.the-monitor.org/lm/2010, #Monitor2010

Landmine use, production & casualty rates lowest on record—more land cleared in 2009 than ever: www.the-monitor.org/lm/2010, #Monitor2010

Use:

Lowest level of mine use on record: Myanmar and non-state armed groups in 6 states only users: www.the-monitor.org/lm/2010, #Monitor2010

Production:

Monitor reports only 3 active antipersonnel mine producers in 2009—India, Myanmar & Pakistan: www.the-monitor.org/lm/2010, #Monitor2010

Stockpile destruction:

Ukraine missed Mine Ban Treaty stockpile destruction deadline—4 states now in serious violation: www.the-monitor.org/lm/2010, #Monitor2010

Contamination:

66 states and 7 other areas remained contaminated by mines in 2009, says *Landmine Monitor 2010*: www.the-monitor.org/lm/2010, #Monitor2010

Clearance:

Area 5 times the size of Paris cleared of mines & explosive remnants of war in 2009, says Monitor: www.the-monitor.org/lm/2010, #Monitor2010

255,000 antipersonnel mines & 2.2 million explosive remnants of war cleared in 2009, says Monitor: www.the-monitor.org/lm/2010, #Monitor2010

198km² of mined areas & 359km² of battle areas cleared in 2009—highest annual clearance on record: www.the-monitor.org/lm/2010, #Monitor2010

Slow progress in many of 22 Mine Ban Treaty states with clearance deadline extensions—says report: www.the-monitor.org/lm/2010, #Monitor2010

Casualties:

3,956 new landmine & explosive remnants of war casualties in 2009—28% drop from 2008, says report: www.the-monitor.org/lm/2010, #Monitor2010

Landmine & explosive remnants of war casualty rates at all-time low, but under-reporting certain: www.the-monitor.org/lm/2010, #Monitor2010

Victim Assistance:

Only 9% of global mine action funding put towards victim assistance in 2009, says Monitor: www.the-monitor.org/lm/2010, #Monitor2010

More involvement of landmine survivors in victim assistance implementation crucial, says Monitor: www.the-monitor.org/lm/2010, #Monitor2010

Support:

US\$622 million in international and national support for mine action in 2009, says Monitor: www.the-monitor.org/lm/2010, #Monitor2010

International funding for mine action held steady in 2009 despite global economic downturn: www.the-monitor.org/lm/2010, #Monitor2010

Region-specific:

Africa:

In Africa 19 states & 1 disputed area were landmine-affected in 2009, causing 534 new casualties: www.the-monitor.org/lm/2010 #Monitor2010

Asia-Pacific:

In Asia-Pacific 13 states & 1 area were landmine-affected in 2009, causing 2,153 new casualties: the-monitor.org/lm/2010, #Monitor2010

Afghanistan top recipient of mine action funding in 2009. Cambodia & Sri Lanka also in top 5: www.the-monitor.org/lm/2010, #Monitor2010

In 2009, 5 of 7 states with over 100 landmine casualties were in Asia-Pacific region, says report: www.the-monitor.org/lm/2010, #Monitor2010

Asia-Pacific region home to last government user & last 3 states to produce antipersonnel mines: www.the-monitor.org/lm/2010, #Monitor2010

Europe-CIS

In Europe, 16 states & 3 areas were landmine-affected in 2009, causing 263 new casualties: www.the-monitor.org/lm/2010 #Monitor2010

Ukraine in serious violation of Mine Ban Treaty after missing 2010 stockpile destruction deadline: www.the-monitor.org/lm/2010, #Monitor2010

Serious allegations of landmine use being investigated in Mine Ban Treaty State Party Turkey: www.the-monitor.org/lm/2010, #Monitor2010

MENA

In Middle-East/North Africa 12 states/2 areas were mine-affected in 2009, causing 324 casualties: www.the-monitor.org/lm/2010 #Monitor2010

Americas

In the Americas, 7 states were landmine-affected in 2009, causing 682 casualties: www.the-monitor.org/lm/2010 #Monitor2010

US remained top mine action funder in 2009, with US\$119 million contribution, says Monitor: www.the-monitor.org/lm/2010, #Monitor2010

US engaged in comprehensive review of its landmine policy, says Monitor: www.the-monitor.org/lm/2010, #Monitor2010

Venezuela hasn't begun clearing landmines—over decade after signing Mine Ban Treaty, says Monitor: www.the-monitor.org/lm/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 *Landmine 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 Landmine Monitor findings:

Photo Gallery:		www.the-monitor.org/index.php/LM/Multimedia/Photos
Global Release Presentation:		View on Youtube: http://www.youtube.com/watch?v=G_vAe7rbHP8 Download the powerpoint: http://www.the-monitor.org/index.php/LM/Multimedia/Audio-Visual/Presentations/LM10-GlobalReleasePPT-Compressed
Release Video, featuring Mark Hiznay, Landmine Monitor Final Editor:		View on Youtube: http://www.youtube.com/watch?v=KzjJ1eec-Ws
Press Release	English:	http://www.the-monitor.org/index.php/LM/Press-Room/Landmine-Monitor-Media-Kit/LM10-PressRelease-View
	French:	http://www.the-monitor.org/index.php/LM/Press-Room/Landmine-Monitor-Media-Kit/LM10-PressRelease-FR-View
	Spanish:	http://www.the-monitor.org/index.php/LM/Press-Room/Landmine-Monitor-Media-Kit/LM10-PressRelease-ES-View
	German:	http://the-monitor.org/index.php/Press-Room/Landmine-Monitor-Media-Kit/LM10-PressRelease-German-FINAL-PDF
Quick Facts	English:	http://www.the-monitor.org/index.php/LM/Press-Room/Landmine-Monitor-Media-Kit/LM10-QuickFacts-View
	French:	http://www.the-monitor.org/index.php/LM/Press-Room/Landmine-Monitor-Media-Kit/LM10-QuickFacts-FR-View
	Spanish:	http://www.the-monitor.org/index.php/LM/Press-Room/Landmine-Monitor-Media-Kit/LM10-QuickFacts-ES-View

Please note that the full media kit is available here:

<http://www.the-monitor.org/index.php/LM/Press-Room/Landmine-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 Landmine Monitor, please email: t.stephens@icbl.org.

Facebook profile picture:

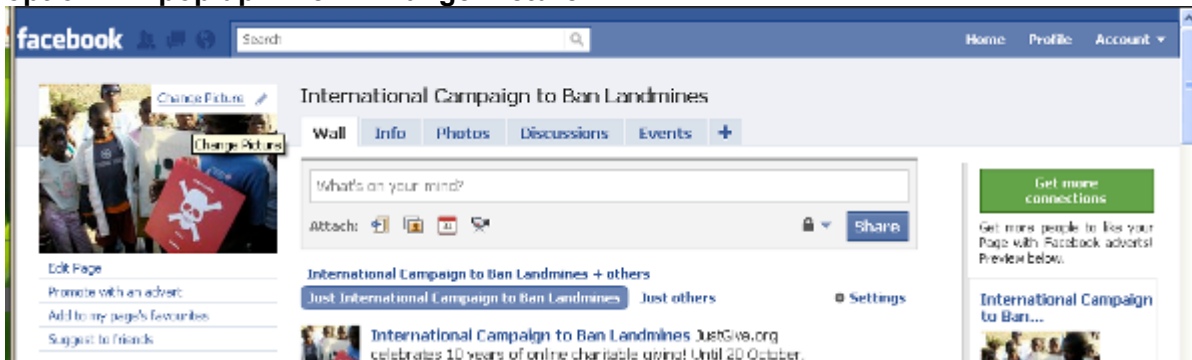


If you are a member of the website facebook, please change your profile picture on 24 November to the image of the for Monitor which **M** was sent as a .jpg file along with this kit.

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

Instructions:

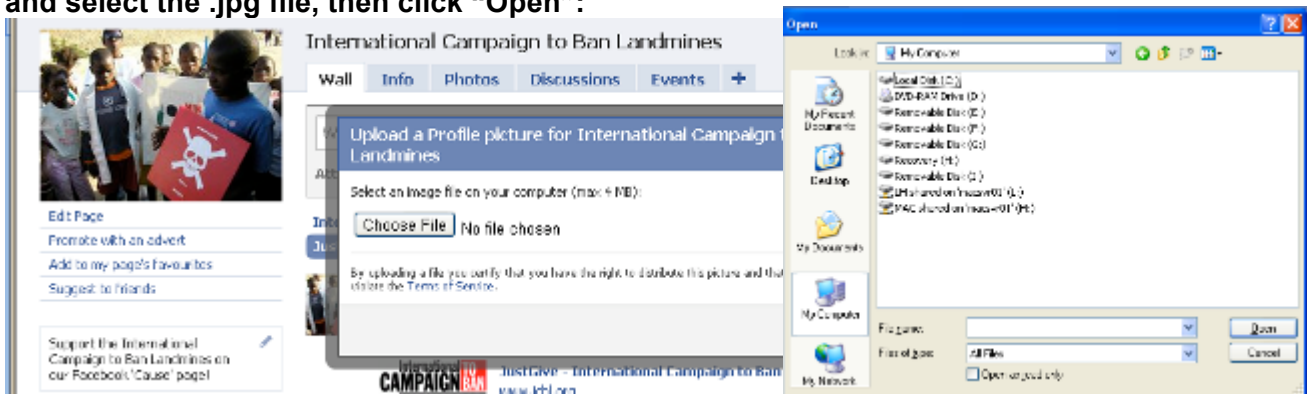
1. Download the attached .jpg image and save it onto your computer.
2. Log into your facebook account and mouse over your profile picture. The “Change Picture” option will pop up. Click “Change Picture”:



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):

