Second Summit for Democracy Social Media Call to Action Influencer Campaign

jbentoncooney@usaid.gov Jessica Benton Cooney Monday, March 6, 2023 at 3:18:43 PM Eastern Standard Time

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1. This is a unique opportunity to get involved in outreach for the second Summit for Democracy (S4D2). See paragraph 2 and 8.

2. **ACTION REQUEST**: From now through March 28, Missions and partners willing to participate can contact individuals who have established and prominent social media platforms to join this effort by filming a short (15 second-60 second) video/s with their own equipment (i.e. Smartphone), employing pictures/images/illustrations or writing their story and sharing it via their own personal and/or professional social media accounts on Facebook, Instagram, or Twitter using the hashtag #SummitForDemocracy. Missions should arrive at some neutral criteria for determining which influencers to invite and should cast a wide net for non-U.S. persons in their area/location.

3. **BACKGROUND:** In order to promote the messaging and goals of the S4D2, from March 29-30, 2023, the United States Agency of International Development (USAID) and the Department of State are collaborating on a Social Media Influencer Outreach effort; inviting participation from influencers such as regional activists, media figures, and cultural icons from participant and co-host countries. Missions and partners are requested to contact and invite influencers or key groups where they have an established relationship.

These individuals should have established social media accounts (Facebook, Twitter, and Instagram) and a substantive online presence; and will post video messages on their own personal and professional social media accounts to potentially be amplified on U.S. government and Summit platforms. Missions must inform influencers that their content may be amplified on USAID official social media accounts. If content is amplified by USG platforms the Mission or USAID Washington will conduct due diligence (e.g., Google search and review on influencer posts on common platforms such as Twitter, Facebook, and Instagram).

The purpose of the campaign is to humanize the positive impact of democracy and anti-corruption work and provide a local perspective to broader policy conversations. This message provides background and resources for Missions and partners who want to engage their local influencers in the lead up to the S4D2.

4. **INFLUENCERS**: Potential influencers (from outside the U.S.) include the following, among others as relevant:

- Emerging youth leaders
- Civil society actors
- Anti-corruption activists
- Human rights defenders
- Journalists

The following potential influencers should be invited based on their advocacy within the S4D2 themes:

- Musicians
- Theater, television, and film actors/actresses
- Poets

5. **KEY THEMES:** Key influencers are invited to share their story in response to prompts that will highlight the following key S4D2 themes in their video/s on their platforms: 1) the ways in which freedom powers democracies that are rising to the moment to solve the world's most pressing challenges; and 2) the themes of the U.S. Presidential Initiative for Democratic Renewal, which include:

- Supporting Democratic Reformers
- Strengthening Free and Independent Media
- Transforming the Fight Against Corruption
- Defending Free and Fair Elections and Political Processes
- Advancing Technology for Democracy

6. **KEY DATES:** Missions and partners are requested to provide invited influencers with the following relevant international key dates identified below for influencer content and action.

- March 27: Partner's Day (led by civil society organizations).
- March 28: S4D2 - Day Zero (thematic sessions).
- March 29: First day of the S4D2 (virtual plenary sessions).
- March 30: Second day of the S4D2 (co-host led sessions).

7. POINTS OF CONTACT: Missions and partners should contact the S4D Executive Team (S4Dexecteam@usaid.gov) with any questions or concerns related to this request.

8. **REPORTING**: If Missions or partners note significant response to some of these posts (post/tweets go viral or attract a significant amount of attention in the press) please report on the influencer effort by March 25 to the USAID Summit for Democracy core team (S4Dexecteam@usaid.gov). USAID greatly appreciates Missions assistance in this matter.

9. **INFLUENCER MESSAGE:** USAID Call to Action Influencer Message (for USAID Missions and partners to encourage participation) - see attached.

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Attachments:

S4D2 - USAID Call to Action Campaign - Influencer Message (2).docx 212k