



**SECTOR
MINISTERS'
MEETING**

SOCIAL MEDIA TOOLKIT

ABOUT THE TOOLKIT

The SWA **2019 Sector Ministers' Meeting** (SMM) will bring together ministers responsible for water, sanitation and hygiene to share and learn from others' experiences as they progress towards national SDG targets. It is organized by the Sanitation and Water for All global partnership, co-convened by UNICEF and the Inter-American Development Bank. It will be hosted by the Government of Costa Rica in the capital San Jose on 4-5 April 2019. Over 60 ministers are expected to attend, as are high-level representatives from civil society, UN agencies, private sector, financial institutions and research and learning institutions.

This toolkit includes: key messages, video and visual assets for you to post on social media along with suggested language for social media posts.

KEY DATES FOR POSTING

We hope you will join us in posting content from this toolkit during the run-up to the SMM and on the days of the event – 4-5 April. The materials are also well-suited for **World Water Day**, on 22 March since both World Water Day and the SMM share the same theme: Leave no one Behind and the fight against inequalities in access to water, sanitation and hygiene.

Thank you for helping us spread the word. We welcome your partnership in any way that works well for you. If you need any other materials, please contact the SWA Secretariat:

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Communications Officer

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JOIN THE 2019 SMM: HOW TO INTERACT WITH US

INTERACT WITH US THROUGH HASHTAGS:

We will use three main hashtags when communicating about the 2019 SMM. Please use them to stay informed, join the conversation, and engage with other partners:

#2019SMM
#LeaveNoOneBehind
#WASH4all

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@sanwatforall
To follow us, click [here!](#)



@sanwatforall
To subscribe to our videos, click [here!](#)



SOCIAL MEDIA MATERIALS

Material related to SMM 2019 is ready for you to share.

You may find them in our Google Drive folder or on Trello. They are available in English, French and Spanish.

[GOOGLE DRIVE](#)

[TRELLO DASHBOARD](#)

ANIMATED GIFS

WE MUST ENSURE
**#LEAVENO
ONEBEHIND**

#2019SMM

IMAGES & INFOGRAPHICS



VIDEOS



SUGGESTED FACEBOOK POSTS

Message 1

On 4-5 April, over 60 ministers responsible for water, sanitation and hygiene will meet during the 6th SWA Sector Ministers' Meeting. Their main objective: to increase awareness and understanding of 'leave no one behind', its fundamental relationship with water, sanitation and hygiene, and its implications for leadership, finance, and planning, monitoring and review.

Unique in the sector, the SWA Sector Ministers' Meeting are the culmination of ongoing dialogue at country level, involving hundreds of stakeholders bound together by the belief that good governance and mutual accountability are key to achieve water and sanitation for all, always and everywhere.

Follow the conversation at #2019SMM and know more <https://bit.ly/2FF01GL>

Message 2

The commitment to 'Leave no one behind' underpins the 2030 Agenda for Sustainable Development. Simply put: it is the belief that when it comes to realising human rights, including the rights to water and sanitation, deliberate efforts must be undertaken to put the furthest behind first and enable inequalities to be progressively eliminated.

In April, over 60 ministers responsible for water, sanitation and hygiene will meet to agree on what they can do together to ensure the human rights to water and sanitation are realized.

Follow the conversation at #2019SMM and know more <https://bit.ly/2FF01GL>

Message 3

Did you know that in April over 60 ministers responsible for water, sanitation and hygiene from around the world will meet to agree on how to ensure the human rights to water and sanitation?

Unique in the sector, the SWA Sector Ministers' Meeting are the culmination of ongoing dialogue at country level, involving hundreds of stakeholders bound together by the belief that good governance and mutual accountability are key to achieve water and sanitation for all, always and everywhere.

Follow the conversation at #2019SMM and know more <https://bit.ly/2FF01GL>

Message 4

Did you know that before the SWA Sector Ministers' Meeting, partners were engaged in a 6-month preparatory process that included multi-stakeholder selection of joint commitments and the development of a Country Brief on the status of WASH?

The Country Brief includes information on 1) the progress countries made towards the achievement of national WASH targets and 2) the extent of inequalities in service provision.

All Country Briefs will be shared on <https://bit.ly/2NAsb71>.
#2019SMM #LeaveNoOneBehind

SUGGESTED TWITTER POSTS

Message 1

Over 60 ministers of WASH will meet at the SWA Sector Ministers' Meeting with a single objective: increase awareness of 'Leave no one behind' & its implications for leadership, finance, planning and accountability.

Follow the conversation at #2019SMM <https://bit.ly/2FF01GL>

Message 2

At the SWA Sector Ministers' Meeting, the principle of putting the furthest behind first will guide and connect all plenaries and ministerial dialogues.

Follow the conversation at #2019SMM <https://bit.ly/2FF01GL>

Message 3

Unique to the sector, the SWA Sector Ministers' Meetings are the culmination of ongoing dialogue at country level, involving hundreds of actors bound together by the belief that good governance and mutual accountability are key to achieving the WASH-related targets.

Join the national dialogues: <https://bit.ly/2tBtB8l> #2019SMM

Message 4

Unique to the sector, the Sector Ministers' Meetings are the culmination of ongoing dialogue at country level, involving hundreds of actors that believe governance & accountability are key to achieving the SDG.

Join the national dialogues: <https://bit.ly/2tBtB8l> #2019SMM

Message 5

Access to sufficient, affordable & safe water and adequate sanitation services ensures greater health, nutrition, economic, social and environmental benefits.

Over 60 ministers from around the world will agree how to make this possible at the #2019SMM #LeaveNoOneBehind

Message 6

Did you know that in April over 60 ministers responsible for water, sanitation and hygiene from around the world will meet to agree on how to ensure the human rights to water and sanitation?

Follow the conversation at #2019SMM <https://bit.ly/2FF01GL> #LeaveNoOneBehind