

# Sustainable Development Goals

## Voluntary National Review 2019



Social media toolkit



# What we want to achieve

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We want to gather stories about what New Zealanders – businesses, individuals, academia, NGOs, community and others are doing towards achieving the United Nations' 17 Sustainable Development Goals (SDGs). The purpose of this social media toolkit is to encourage you - our partners - to spread the message through your networks to help us:

- discover what others are doing and we want to use some of these examples to inspire others too.
- raise awareness of the Voluntary National Review (VNR), that this is New Zealand's first report on progress so far, and, at the same time, highlight the breadth the 17 Goals cover and the initiatives NZers are delivering so far and that NZ is one of 193 UN member states to have signed up to "Transforming our world: the 2030 Agenda for Sustainable Development".
- tell people that we will be presenting in New York in July and that as part of this we want to have the opportunity to share some good non-Govt examples of the work under way or planned. We may also refer to some stories as part of future reporting.
- encourage people to feel they own the SDGs. That achieving them is not only the responsibility of government – that everyone can take an interest and has a part to play in contributing to achieving the SDGs in New Zealand and at a global level.

We also want to invite people to come back to the MFAT VNR website [www.mfat.govt.nz/en/unvnr2019](http://www.mfat.govt.nz/en/unvnr2019) on 14 May 2019 to check on progress with the report itself.



# Key messages

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- New Zealand is preparing its first report on progress towards the implementation of the 17 Sustainable Development Goals (SDGs).
- We want to hear what you're doing. Share your stories, and photos, with us.
- Stories come from surprising places and can help inspire others.
- Do you know someone whose work is contributing to the SDGs? Pass this message onto them. We want to hear from them too.
- The small steps are as important as the giant leaps towards the goals. A collective effort towards achieving the SDGs is crucial to delivering success.
- Email your story to us at [VNR2019@mfat.govt.nz](mailto:VNR2019@mfat.govt.nz).
- We will share your stories with the SDG Summit too, who will upload them to their website.

# Social media posts

We've prepared these social media posts for you to use on your channels. Feel free to edit them to suit your audiences or write your own. Images are on the following slide.

- The Sustainable Development Goals are a global call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity. 🌱🌍🌊 Are you working towards one or more of the 17 Goals? We want to hear your stories #SDGs [www.mfat.govt.nz/en/unvnr2019](http://www.mfat.govt.nz/en/unvnr2019) .
- Are you working to make the world a better place? New Zealand is presenting a report on our progress towards the 2030 Agenda for Sustainable Development, and we want to hear your stories #SDGs [www.mfat.govt.nz/en/unvnr2019](http://www.mfat.govt.nz/en/unvnr2019)
- The Sustainable Development Goals are a global call to action. NZ is reporting on our progress towards the Goals in July, and we want to hear what our communities, businesses, NGOs and individual Kiwis are doing. Tell us your stories #SDGs [www.mfat.govt.nz/en/unvnr2019](http://www.mfat.govt.nz/en/unvnr2019)

# Images

Use your own images or photos, or choose from these:



Images of individual icons are [here](#).

# Useful handles, hashtags and links

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Please tag @MFATgovtNZ and your relevant partners and stakeholders



#SDGs, #NZSDGs and #SDG1, #SDG2, #SDG3 ....



Information on the VNR (MFAT website): [www.mfat.govt.nz/en/unvnr2019](http://www.mfat.govt.nz/en/unvnr2019)

Information on the SDGs (UN website): <https://bit.ly/2H2tOJU>



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