



# Create Social Media Content After the Event

Project  
**The Future of Human Rights in the Digital Age**

**Objective:** To facilitate the creation of posts that convey learnings, experiences, and event results, maintaining visibility and impact on social media.

## 1 Types of content you can post

- **Personal reflections** - share a key learning or a change in perspective.
- **Acknowledgements** - mention the people, institutions, or networks that were part of your experience.
- **Inspiring quotes** - cite moments that impacted you (from panels, workshops, or meetings).
- **Visual summaries** - carousels with learnings, infographics, or mind maps.
- **Photo or video stories** - show moments from the event with a brief narrative.
- **Future actions** - share what you will do with what you learned or the commitments you made.

## 2 Recommended formats

- **Instagram/Facebook:** carousels, short reels, stories with interactive stickers.
- **LinkedIn:** reflective and professional posts, brief articles with learnings.
- **TikTok:** quick clips (15-30s) with powerful phrases and eye-catching captions.
- **Twitter/X:** threads that narrate your experience in steps (before, during, after).

## 3 Key elements for every post

- **Authentic photo/video** (ideally yours or from the event).
- **Brief and emotional message** in the first person.
- **Strategic hashtags** (#DigitalRights, #Connectivity, #DigitalViolence, #YouthParticipation, etc.).
- **Tag key organizations and people** to increase reach.
- **Call to action** - example: *"What do you think about this topic?"*, *"Join the conversation"*.

## 4 Post-ready ideas (examples)

- **1. Photo with your community** - "This event reminded me that we are not alone in defending digital rights. We continue building collectively #ConnectivityForAll".
- **2. Impactful quote from a panel** - "Connectivity is not a privilege, it is a right" + personal reflection.
- **3. Mini-video (30s) sharing:** what I learned, how it transformed me, what's next.
- **4. Carousel with 3 learnings** - visual, simple, and direct.



## 5

### Checklist before posting

- The content reflects my real experience.
- The message is clear, short, and accessible.
- I am using relevant hashtags and tags.
- I am including a call to action.
- I checked spelling and professional tone

