

INTERNATIONAL CAMPAIGN TO ABOLISH NUCLEAR WEAPONS (ICAN)

ICAN CAMPAIGNERS ONBOARDING GUIDE

About this Guide

As a new ICAN campaigner, you may have many questions regarding the campaign and where to start.

This onboarding guide for new ICAN campaigners provides an overview of the campaign. It acts as a road map for your campaign journey. Here you will be able find the path that will help you attain your campaign goals the fastest.

This guide offers additional information, such as links to resources, tools, and methodologies that a new ICAN partner may find useful.

We hope this document will be helpful. If you have any questions please do not hesitate to get in touch with us at: partners@icanw.org.

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ABOUT US

INTERNATIONAL CAMPAIGN TO ABOLISH NUCLEAR WEAPONS (ICAN)

The International Campaign to Abolish Nuclear Weapons (ICAN) is a coalition of over 690 non-governmental organisations from 112 countries. It is a broad, inclusive campaign, focused on mobilizing civil society around the world to support the specific objective of prohibiting and eliminating nuclear weapons using the [Treaty on the Prohibition of Nuclear Weapons](#) (TPNW) as a tool. [Here you can read more about ICAN.](#)

ICAN STRUCTURE

The ICAN structure consists of an [international steering group](#), an [international staff team](#) and [partner organizations](#).

INTERNATIONAL STEERING GROUP (ISG)

The International Steering Group (ISG) is composed of representatives of ICAN Partner Organisations. The ISG is responsible for the governance of the campaign. Its responsibilities include strategic planning, financial oversight, fundraising, and policy formulation, as well as regular consultation with Partner Organisations, seeking to incorporate widely held views. For a full description of the ISG's composition and purview, please read [ICAN's International Structure Document](#). You can find the full list of ISG member organisations and their representatives [here](#).

INTERNATIONAL STAFF TEAM (IST)

The International Staff Team (IST) is tasked with coordinating the campaign and supporting partner organisations in their work to promote the ban treaty and eliminate nuclear weapons. The ISG reviews and approves the overall staff framework, which is then implemented by the Executive Director.

ICAN PARTNER ORGANISATIONS

ICAN Partner organisations are non-governmental organisations that endorse the [ICAN partnership pledge](#), abide by ICAN's [Code of Conduct](#) and uphold the [ICAN statement of values and protection of diversity, equal opportunities, personal rights and dignity](#) as well as the ICAN Partnership Agreement.

They promote the campaign and its goals, including by taking part in [coordinated actions](#), developing and adapting [ICAN resources](#), and publicising the campaign through their networks and the media. Requests for international partnership with ICAN are considered and approved by the International Steering Group. [This is what it means to become an ICAN Partner](#) and how your organisation can [contribute to the campaign](#).

ICAN material

ICAN partners are entitled to request, use and publicize ICAN material in accordance with ICAN's mission and purpose, and seek technical and strategic support from the ICAN International Steering Group and the ICAN International Staff Team. ICAN has developed a range of material such as: videos, publications, social media templates, and other material. Here are a sample of ICAN partner resources such as:

- [Briefing papers](#)
- [Brochures](#)
- [Campaign Tools](#) such as:
 - [Editable Social Media Graphics - Canva Templates](#)
 - [Campaigner guide to TPNW Signature and Ratification](#)
 - [ICAN's website](#) is aimed at educating and inspiring new people to understand the horrors of nuclear weapons and what we can do about it.
 - [Survivor stories](#).

ICAN Campaigners List

ICAN partners are added to an email list "Campaigners List". Through this list you will receive from ICAN and other ICAN partners:

- Action alerts, invitation to ICAN campaigners calls, invitations to events, and internal updates about the campaign, and the state of play in the process towards universalising and implementing the Treaty.
- You are also encouraged to share information about any ICAN-related activity carried out by your organization with the ICAN campaigners' list.
- Information shared to the list, unless specified otherwise, may be republished by ICAN either on the website or in other communications.

ICAN Social media

We encourage you to follow ICAN on [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) and [LinkedIn](#). Our official hashtag is [#nuclearban](#). Feel free to use it any time you discuss nuclear weapons, and please let us know if your organization has social media handles so we can follow you as well.

ICAN Partner Logo

As an ICAN partner you may also consider adding the phrase "ICAN Partner" and the ["ICAN Partner"](#) logo to your website and other materials, provided that any use of any of ICAN's names and logos must at all times comply with the ICAN Partnership Agreement.

ICAN Style Guide

Agreed-upon style guidelines serve to maintain consistency in tone, voice, and message. These style guidelines assist in mapping out the core topline ideas that each post should support, how communications should be presented, and the fundamental techniques that will drive your campaign. These style guidelines may lay out basic information like the major and secondary hashtags your organization uses on Twitter, the sign-off procedure for infographics, and objectives for each social media site. See here [ICAN style guide](#).

THE PROBLEM - NUCLEAR WEAPONS

The number of nuclear weapons in operation is rising, and nuclear crises are becoming more prevalent worldwide. Nuclear weapons have far-reaching humanitarian and environmental consequences that span decades and generations; they instill fear and mistrust among nations, as some governments can threaten to destroy entire cities in an instant.

The high cost of their development, maintenance, and modernisation diverts public funds away from health care, education, disaster relief, and other critical services. Nuclear weapons are the most indiscriminate weapons of mass destruction ever developed. Here is a list of ICAN resources on nuclear weapons we encourage you to use and share:

- [Countries with nuclear weapons.](#)
- [Catastrophic nuclear weapons impact.](#)
- [why ban nuclear weapons, its risks and its costs.](#)

THE SOLUTION - TREATY ON THE PROHIBITION OF NUCLEAR WEAPONS (TPNW)

ICAN's efforts to increase public awareness about the consequences and humanitarian impact of nuclear weapons resulted in the successful negotiation and adoption of the [Treaty on the Prohibition of Nuclear Weapons](#) (TPNW) by 122 countries in 2017. ICAN received the [Nobel Peace Prize](#) in recognition of its work.

The TPNW in a nutshell:

- The TPNW includes a comprehensive set of prohibitions on participating in any nuclear weapon activities. These include undertakings not to develop, test, produce, acquire, possess, stockpile, use or threaten to use nuclear weapons.
- The Treaty also prohibits the deployment of nuclear weapons on national territory and the provision of assistance to any State in the conduct of prohibited activities. States parties will be obliged to prevent and suppress any activity prohibited under the TPNW undertaken by persons or on territory under its jurisdiction or control.
- The Treaty also obliges States parties to provide adequate assistance to individuals affected by the use or testing of nuclear weapons, as well as to take necessary and appropriate measures of environmental remediation in areas under its jurisdiction or control contaminated as a result of activities related to the testing or use of nuclear weapons.
- [Here you can read about how the Treaty works.](#)
- [Here you can check the status of the Treaty.](#)
- [Here you can follow the intersessional progress on the Treaty.](#)

ROLE OF CIVIL SOCIETY ORGANISATIONS IN THE PROHIBITION AND ELIMINATION OF NUCLEAR WEAPONS

Nuclear weapons states cannot achieve disarmament by themselves. Successful and sustainable disarmament policies will require engagement of and with other key actors. That is where civil society organizations (ICAN Partner Organisations/ campaigners) come in. Civil society organisations use different campaign methods to mobilize public support using democratic means such as political advocacy and public advocacy in order to effect social change on a local, national, or worldwide scale.

HOW WE WORK

POLITICAL ADVOCACY

Political advocacy is the act of lawfully attempting to influence the actions, policies, or decisions of government officials, someone in authority, usually an elected member of a government, and legislators to promote laws that will advance your cause.

International advocacy can take place for example at the United Nations, European Union, African Union etc. Advocating with states directly at such institutions is a powerful strategy to effect change.

You can also meet with government officials at other levels of government like at the state or city level to gather support for the Treaty on the Prohibition of Nuclear Weapons. Government officials write briefings and often pass information on to the top decision makers in your government so staying in touch with them will help you get your messages up to higher levels in the government.

At ICAN, we work with different stakeholders such as parliamentarians, ministries of foreign affairs, and we try to reach out to other ministries such as ministries of defence. Other ministries might not be used to working with disarmament organisations so make sure you start from the beginning and be ready to explain how [disarmament treaties work](#).

Government representatives may support your efforts to influence policy change within your own government. Keep in mind that these government representatives will be present at international and national events on a regular basis, so cultivating a solid relationship with them will be quite useful.

You may meet with all parties (not just the governing party/ies) to address concerns and request their support for our campaign objectives. Keeping friendly lawmakers informed by letters, emails, and phone calls may help foster a feeling of collaboration and urge them to remain focused on the subject despite the other topics competing for their attention. In addition, we invite supporters to contact their lawmakers and key ministries to express their opinions on disarmament.

To be effective, you must be knowledgeable about the issue. Keep in mind that the government officials you will be meeting with are often dealing with a range of issues, so they will expect you to be well-informed. To help you with this, ICAN has put together resources like the [campaigner's kit](#), campaign [briefing papers](#) and [publications](#) and other [resources](#). Make sure you read [these](#)!

How to prepare yourself:

- A brief should be prepared in advance of your meeting. Ensure that it is translated into the primary language of your target audience. Remember that briefing notes might be accidentally left lying around in cafés or conference rooms, so don't write anything in them that could be damaging if shared with your audience.
- During the meeting, introduce yourself and the campaign. Do not be afraid to answer; I am unsure, in response to a query. You may say that you will contact someone from the Campaign and get back to them. Just be sure to follow up.
- Make sure you understand the objective of the meeting and have a clear goal in mind. Is this an initial meeting to build connections, or are you aiming to convince them to alter their views on a particular issue?
- Research the individual you wish to meet with, their job role, and their current point of view on nuclear weapons.
- Make sure you read the briefing materials ahead of time and understand the points you will be making. If something is unclear, reach out to the authors or the campaigner's list for support.
- If you need technical support with a particular issue, request a colleague from a suitable partner organisation to join you.
- Take notes and summarise the meeting as quickly as possible, even if it is simply with one or two bullet points. It may be beneficial to have a template to work from:
 - o Date:
 - o Meeting with:
 - o Main points covered:
 - o Action points to follow up on:
 - o Contact info for delegate:

Please bear in mind that diplomats, government representatives, and parliamentarians change jobs, so try to establish many connections in each of the countries that you are pursuing.

PUBLIC ADVOCACY

Public advocacy is a way to persuade others to change their minds or policies. It is a means to an end, a way to achieve the better future we are working towards; which in this case is a future without nuclear weapons.

A good advocacy plan includes a few crucial components. These components provide you with the information you will require to carry out your advocacy in one document.

Things to consider in an advocacy plan:

- What is the problem we wish to address? To begin, consider the causes and consequences of the problem you wish to address – in this case, the existence of nuclear weapons. Ask yourself how the issue relates to what your organisation currently does and what you excel at.
- What do you want to achieve? It is beneficial to consider both goals (the solution to the problem that you wish to see) and objectives (the methods to achieve those goals). Make your goals and objectives specific, measurable, attainable, relevant, and time-bound!
- How does your problem relate to government policy, persons, or institutions? At this point, you should analyse what policies have an influence on the subject of nuclear weapons, who are the significant people involved, how policy choices are made, and what the current social and political environment is.
- Who wields authority and influence? This is where you look to see who has power over the problem and makes decisions. Think about who can assist and who might be a hindrance. It's just as risky to ignore potential champions as it is to ignore potential detractors. You might also consider how to influence these power brokers.
- What do you possess? Take an honest assessment of your organisation's position and capabilities. Consider your abilities and limitations, as well as the possibilities and challenges you confront. The best advocacy plan in the world will not help if you do not have the time, people, or funds to put it into practice, so adjust it to your specific situation. You will be astonished at how much can be achieved with few resources.
- Who is your target audience? Determine who you need to educate or encourage to take action on your problem. Consider both decision makers and those who affect them. Do not forget who could be opposing.
- What would you want your target audience to do? Explain clearly and concisely what you want your target audience to accomplish and why. Make sure to demonstrate the positive outcomes that might occur if they accomplish what you are asking.
- So, what are you going to do and how will you do it? This is when you begin to consider the precise actions and activities you will take to accomplish and the desired results. Remember that these activities can be modified.
- So, who will write this down? Create an advocacy plan using the guidelines above or your own organisation's framework. Once written, distribute the document to your team to ensure everyone agrees. Then carry out the plan.

ENGAGING GOVERNMENTS

Meeting with government officials can be an effective way to make the Treaty on the Prohibition of Nuclear Weapons a higher priority and speed up your country's ratification process. The officials most likely to be in a position to influence the process include the foreign minister, the head of the disarmament section at the foreign ministry, and the chair of your parliament's committee on foreign affairs.

Meeting with these and other officials will allow you to find out more about the current status of your country's ratification process and to demonstrate to your government that

civil society organisations support the Treaty and want to see it ratified and implemented as a matter of urgency.

- Here you will find information on [key questions to ask your government and more on how to engage your government](#).
- Here you will find a [sample letter on how to write to your government](#).

ENGAGING PARLIAMENTARIANS

Parliamentarians are your representatives so your views should matter to them. You need to plan your asks and practice your arguments, you most likely will know more about nuclear weapons than the parliamentarian.

- Having a [survey](#) showing that a strong majority of the voters of each political party want their government to support the end of nuclear weapons is a real game-changer. Try to find ways to show that voters are against nuclear weapons. Parliamentarians are more interested in specific data on how their voters think than content. Here is an example of a [detailed poll](#).
- Attend parliamentary discussions yourself and inform parliamentarians that you will be attending and provide live coverage on social media. This is a powerful instrument for putting pressure on them. Do plan your social media coverage in advance with organisations/people who have a significant Twitter following, such as ICAN.
- Aside from pressuring parliamentarians, it is essential to be seen as a constructive actor who is open to compromise. As a result, recommend precise compromise wording to them in close consultation with the campaign's experts. Send them short video messages of experts, in which they counter arguments against a prohibition.

Consider the following:

- It may sound superficial but it is easier to be taken seriously by parliamentarians or anyone when you dress appropriately. You will know what is appropriate in your country but in all countries if you look like someone who knows their stuff people are more likely to listen.
- Know who you are meeting and research their interests, concerns, and biographies to tailor your message to them. Everyone should care about the elimination of nuclear weapons. You only need to determine how the topic is relevant to the person you are meeting. For example, if you meet someone who represents a rural region, bring up the effect of nuclear weapons on agriculture.
- Building positive ties with political staff is as important as with parliamentarians. Staff are more likely to have time to talk with you; they write the speeches for parliamentarians, so they may influence the parliamentarian's priorities; and they may decide whether or not to grant you a meeting.
- Parliamentarians are in a unique position to support the Treaty on the Prohibition of Nuclear Weapons in every country, whether by advocating for its signing and ratification or promoting it internationally. Over 2000 parliamentarians from around the world pledged to do so via the [ICAN Parliamentary Pledge](#).
- The ICAN Parliamentary Pledge is open to parliamentarians from every country. Any current member of a national, state/provincial, or regional parliament or

Congress may sign up to join the worldwide network of parliamentarians who want their country to join the Treaty on the Prohibition of Nuclear Weapons.

- As a constituent you have the right to ask your elected representative to join the ICAN Parliamentary Pledge and act for nuclear disarmament. Here you will find a [draft text](#) for you to consider sending to your Parliamentarian. Adapt as needed for your national context.
- As a first step to commit to working for the fulfillment of the Treaty on the Prohibition of Nuclear Weapons and for a world free of nuclear weapons, any parliamentarian can simply email ICAN at info@icanw.org from their official parliamentary account indicating that they wish to take the Pledge or send us a scanned copy of the signed Pledge. Here you will find the [text of the pledge](#) in multiple languages.

ENGAGING CITIES

Cities and towns would suffer the most from a nuclear weapons attack, consequently they have a specific obligation to their residents to take action against nuclear weapons. You might consider contacting a city councilor or other elected official in an effort to persuade them to support a resolution on the ICAN Cities Appeal. Here you will find [steps on how to get your city to get involved](#).

ENGAGING NUCLEAR WEAPONS INVESTORS

Nuclear weapons constitute a bad investment. Nuclear weapons and their critical components are developed by companies, while investors provide funding for the sector to obtain and maintain contracts.

However, investors should consider other factors that can impact profits. The nuclear weapons industry is intended to inflict indiscriminate damage, violate human rights, and contaminate the environment. Because of the Treaty on the Prohibition of Nuclear Weapons, companies involved in the nuclear weapons industry face regulatory and reputational risk.

Campaigning on divestment is a way to build up the stigma and strengthen the norm against nuclear weapons. It is also a way to build up compliance with the Treaty on the Prohibition of Nuclear Weapons. Here is how you can get involved with the [divestment campaign](#).

AMPLIFYING SURVIVOR VOICES

To achieve the complete elimination of nuclear weapons, it is imperative that we underscore the humanitarian risk and share the stories of those who have survived nuclear testing and use. The way we discuss nuclear weapons must reflect their accurate, unacceptable detrimental effects on humans. Here are some [survivor stories](#) you can share.

ENGAGING JOURNALISTS

Media work is critical for getting our messages out into the world, but if you have never done it before, it might be tough to know where to begin. Media work is all about developing your own method and discovering what works best for you and the campaign.

Where to start:

- Before you contact the media and journalists, consider the message you wish to convey. What is your story?
- Second, do your research! Who are you attempting to influence? Are you aiming to promote awareness among a certain demographic? Are you looking to establish a social movement? Are you attempting to influence political leaders? What influences decision-makers, and how do they engage with the media? What sort of content do they consume?
- What key messages do you want your target audience to hear and take away?
- Your key messages should be concise and targeted to your audience.
- Have a minimum of 3 and a maximum of 5.
- Is there a hook? Are they newsworthy?
- Is your message current, relevant, and in line with public interest?
- Ensure your key message underlines our goal of eliminating nuclear weapons.

Things to consider before talking to journalists:

- If you want to get media coverage, it is important to approach the relationship with journalists from a service perspective.
- Anticipate their needs, their questions, their concerns and go above and beyond to facilitate their requests.
- Be conversant with your resources and content. Journalists seek to be as knowledgeable as possible, but they seldom have the time to perform an in-depth investigation. It is mutually advantageous if you can provide them with expertise/information on a timely basis.
- Journalists often work on a tight schedule and may have many stories to produce at once, so you must be quick. If you can meet their needs immediately, they will return to you because they know you can be counted on to be keen and supportive.
- It is critical that you are able to provide them with the narrative and explain why it is 'news' in under 3 minutes. If they don't like the viewpoint or message you are providing them, is there another method you can use? Can you prepare a few options ahead of time?
- If journalists have already covered what you are talking about, do not pitch the same story; instead, ensure that you are providing them with a unique perspective on the issue.
- Before you send out a press release, make sure the journalist knows who you are and is aware of your issue.
- Building rapport might assist to maintain their interest in what you have to say and keep them coming back when you have a fresh perspective.

- Before interacting, research their publication/outlet to determine whether their coverage is going to be negative or confusing to the campaign. Just because they're interested doesn't imply you should engage.
- If you are swamped with media enquiries, it is critical to prioritise replying to journalists and media sources who will reach your intended audiences.
- When things are calmer, it is critical to follow up and reply to any enquiries received. Being responsive is essential.
- Finally, you must create media moments yourself; do not assume that an ordinary journalist feels that a United Nations conference is enough grounds for reporting on nuclear weapons threats. As a consequence, intentionally create grounds for a journalist to write about the subject. Once you have piqued their interest, encourage journalists to call members of parliament and suggest specific questions to ask them. Receiving a phone call from a journalist puts parliamentarians under much more pressure than receiving mail or a phone call from a non-governmental organisation.

SOCIAL MEDIA

Online social networks (Facebook, Instagram, X previously Twitter, or TikTok) may be a campaigner's greatest friend, but there are a lot of differing opinions on how to utilise them successfully. When used correctly, social media may help you market your campaign, bring attention to your work, build a community or following that supports your cause, and, even better, persuade others who are unaware of the issue that it is worth caring about.

Golden social networks rules:

- The internet has a substantial memory. Be cautious that what you say online will not create problems or humiliation if questioned about it in an interview with a journalist.
- Social media engagement is just as beneficial as the reputation it fosters. Always read over your previous posts. A typo, an inadvertent error in the backdrop of a picture, or a message in poor taste may prompt social media users to interact negatively with you, and becoming viral for the wrong reasons is not enjoyable!
- Platform algorithms deliver engaging content to users. Make sure that part of your content promotes likes, followers, shares, retweets, and interaction, rather than just reading or watching. Statistics show that social postings with images perform 2-3 times better than posts without. It's worth the effort to incorporate a visual component.
- Social media trends change frequently. What you like in terms of fonts and colors may not be what social media users want. Be aware of this and monitor what other social media users are doing.
- The use of hashtags may be unique to your locality, country, city, or town, and there are several benefits to utilizing a hashtag exclusive to your event or campaign, such as [#nuclearban](#).

Where to begin:

To begin, consider your goals for utilising social media. To successfully promote your cause, you'll need to know what you're aiming for with your social media presence, just as you would with a national campaigning plan. Key Questions to Ask Yourself:

- What are your goals?
- Who is your target audience?
- Which online platforms will you use?
- Can you give adequate time and resources to implement this strategy?
- What style of voice will you have online?
- How will you measure your success?

Goals

While your overarching campaign objective may be to abolish nuclear weapons, there will be smaller objectives along your path. Your social media approach may have an especially strong influence on modest campaign objectives. Here are some questions to help you improve your approach to social media objectives:

- Which audiences do you wish to engage online? Policy and decision-makers? Experts? Members of the public? Media?
- What key messages would you want to convey to the public?
- Whose online support could help you achieve your campaign goals?
- Do you want short-term engagement or long-term loyalty?
- How much time and resources can you dedicate to social media?
- What kind of content will appeal to your target audience?

Target audience

Avoid targeting "the general public" since you are unlikely to provide substance unique enough to engage people or groups. It is critical to direct your content. Choose a target group and create content that is relevant to their issues and consumer preferences. This will enhance interaction with your content, and hence the issue at hand. Useful questions:

- What sort of content does your target audience enjoy?
- What characterizes their demographic? Age? Gender? Ethnicity? Geographical location? Political affiliation? Religious values? Profession? A combination of some/all?
- Which platform(s) are they using?

Which online platforms will you use?

If you have limited resources and time, focus on one or two platforms where you can adequately participate rather than creating accounts on all of them. Does platform use differ depending on your target audience's demographic? Concentrate on the platform most popular among your target demographic. Which platforms are popular in your region? What tone will connect with your target audience? Formal? Humorous? Technical? Educational? Is it a mixture?

At what rate should you post on each platform? There is no clear and fast answer to this issue; it is frequently a matter of experimenting to determine what works and when in terms of engagement. Before commencing your social media plan, it's critical to assess

your team and determine if the job can be shared or is solely the duty of one individual. Set aside some time to build a weekly (or monthly) calendar of anchor material to keep your platforms active. Social media algorithms value interaction.

Facebook: <https://www.facebook.com/icanw.org/>

Facebook is the most popular platform globally. Using photos and videos is ideal for visual material since it boosts interaction with Facebook's algorithms. Facebook supports live broadcasting (Facebook Live). Consider the following:

- It is an intergenerational platform that provides sophisticated local targeting and advertising solutions, as well as a diverse range of content.
- Facebook wants you to prioritize interaction, so each post should be compelling enough for your followers to like, share, or comment.
- As a broad but flexible guideline, aim for 2-4 postings every week.
- It is about quality, not quantity.
- Facebook's algorithms encourage less text. Statistically, postings with less than 70 characters perform best, but those with fewer than 250 characters still get interaction; however, those with more than that restrict their reach.
- Remember, you can always include the words in the image and they will not affect your character count!

Instagram: <https://www.instagram.com/nuclearban/?hl=en>

Millennials are the most active Instagram users. A visual platform that requires high-quality, creative images or videos. The usual norm is to try for 1-2 postings every week.

X formerly Twitter: <https://x.com/nuclearban?s=20>

This fast-paced platform often features real-time engagement. It's an excellent chance to participate in discussion with your followers and provide news rapidly. Aim to spend one-third of your time on Twitter reacting to individuals or engaging in discussions. Tweets with graphics or videos get much higher attention.

LinkedIn: <https://www.linkedin.com/company/icanw/mycompany/>

Professionals use LinkedIn to share work-related updates, as well as links to pertinent news pieces, events, and conferences. It's an excellent networking opportunity, and it may be utilized by your organization to give information that individuals working in your industry would find interesting. Photos and videos might also be useful here. Aim for 1-3 posts every week.

TikTok: <https://www.tiktok.com/@nuclearban>

TikTok is a popular social media app that enables users to make, view, and share 15-second videos captured with mobile devices or webcams. With its tailored feeds of humorous clips coupled to music and sound effects, the app is known for its addictive nature and high levels of interaction. Both amateur and professional content creators may add effects to their videos, such as filters, background music, and stickers, as well as collaborate on material and make split-screen duet videos from various places.

Develop your voice

It is important considering the original question:

- What do you want to achieve by using social media?
- How should you communicate in order to attain your goals?
- Take a step back and consider what impacts you, your colleagues, friends, and family members of all ages and backgrounds. You are the authority in your area, and you understand your culture. Use this information, and keep in mind that social media allows for informality and humor.
- Remember that your voice is defined not just by the words you write, but also by the style of your visual content. Pay attention to popular social media users in your area and learn from them, but remember that your message and voice are distinct.

Tools

There are several excellent tools available for creating and managing online content. There are sometimes free versions that function well, and if you find them helpful, investing in them might provide you with access to additional possibilities. Don't worry if you've never used this kind of tool before; most software gives step-by-step instructions, but if you're unsure, YouTube has countless video tutorials to teach you how to use the tools mentioned below.

Images/graphics/photos/gifs: In a world where we are bombarded with images all day, every day, ensuring that your photographs are appealing and the appropriate size for the platform you are utilizing is critical to communicating that you are trendy and competent. Here are some content creation tools for images you may use:

1. Adobe Spark (free version with watermark, the paid version is very good)
2. Canva (free version available)
3. Google advanced image search (free but make sure the usage rights are open to your use)
4. Giphy (free)

Film editing: Video is the most efficient approach for imparting knowledge and interacting on social media. If feasible, add subtitles to your videos. For starters, it makes them more accessible. Additionally, 85% of Facebook videos are viewed without sound. Here are some video editing tools you may use:

1. iMovie (free with mac computer)
2. Lightworks (free)
3. Adobe Premiere Pro (paid)
4. Final Cut Pro (paid)

Scheduling: This is a method of distributing the content generating workload. Take some time to add to your content schedule, and know that it will go live without you needing to push the post/tweet button. Below are some editing tools you may may use:

1. Hootsuite
2. Tweetdeck
3. Lightly

SOCIAL MEDIA GLOSSARY

This is an overview of popular terminology; if you come across one you're not acquainted with, a search engine will be able to offer an answer.

Clickbait: Clickbait refers to content that employs spectacular headlines to get readers to click on a link to a certain web page and boost interaction with their post.

Engagement: Engagement is a prevalent method for assessing your social media effectiveness. For example, on X (Twitter), this refers to how many times your post (tweet) is shared (retweeted), liked, and how many followers you have and grow.

Follower: In social media, a follower is someone who subscribes to your account in order to get updates.

Handle: The word "handle" refers to someone's @username on X. For example, the International Campaign to Abolish Nuclear Weapons uses the handle @nuclearban.

Hashtag: A hashtag is a word or phrase followed by a hash symbol (#), which is used on different social media platforms to identify content created on a given subject and make it readily searchable for users. For example, #nuclearban.

Like: A user may utilize the 'Like' option on a variety of platforms to quickly demonstrate approval or support (without having to write a remark) for particular comments, tweets, posts, photos, statuses, or pages.

Live streaming: Live streaming occurs when a social network account broadcasts content over the internet in real time.

Mention: A mention is a phrase used to describe when one account uses another account's handle in a tweet or post to spark a conversation or recognize their significance to the circumstance.

Newsfeed: On Facebook, the News Feed is the homepage of users' profiles, where they may view the most recent updates from their friends. The news feed on X (Twitter) is known as Timeline. The News Feed is a regularly updated collection of articles in the center of your home page.

Post: A piece of text, a photograph, or other kind of information that is published online, usually on a blog or social networking website or app.

Tag: When a social media user mentions people, company, or other entities with a social profile, they might use tags to engage them.

OTHER GLOSSARY

Here you will find the glossary of terms related to treaty actions:

https://treaties.un.org/pages/overview.aspx?path=overview/glossary/page1_en.xml.

Nuclear Weapon: A nuclear weapon is a weapon that explodes as a result of a nuclear reaction, causing massive devastation and being exceedingly dangerous.

The Humanitarian Initiative: The shift in narrative around nuclear weapons from security towards a focus on the humanitarian impacts of nuclear weapons (HINW).

Abolition of nuclear weapons: The total elimination of nuclear weapons.

Nuclear disarmament: The process of reducing the number of nuclear weapons or completely eliminating a country's arsenal.

Nonproliferation: The prevention of the spread of nuclear weapons technology.

TPNW: The Treaty on the Prohibition of Nuclear Weapons.

Meeting of States Parties (MSP): The Treaty on the Prohibition of Nuclear Weapons specifies that states parties shall meet regularly in order to implement the Treaty and its goals. These meetings are called "Meeting of States Parties".

Nuclear deterrence: The belief that nuclear weapons discourage or prevent others from striking owing to the threat of retaliation. This worldview stems from the nuclear deterrence theory, which holds that nuclear weapons prevent conflict by making the potential scale of a response so terrifying that no one would want to strike. It is the notion that was used as a justification for the nuclear arms race of the last century, which resulted in over 70,000 weapons at its height, and is now being used to justify a new nuclear arms race among the nine nuclear-armed states.

Nuclear sharing: Nuclear weapons of a nuclear-armed state are located on the territory of non-nuclear weapon states.

Nuclear-weapon-complicit state: States which do not have their own nuclear weapons, but are enablers of the status quo by pretending to be in favour of nuclear disarmament, while also supporting nuclear weapons through their national security policies. Nuclear weapon-complicit states are sometimes referred to as "umbrella states".

Nuclear armed states: A state that possesses nuclear weapons. The nine nuclear weapons states today are the United States, Russia, China, France, United Kingdom, Pakistan, India, Israel and North Korea.