

UNICEF TAP PROJECT 2016 SOCIAL MEDIA GUIDE

Hashtag: [#TapProject](#)

Shareable Images/Infographics: <http://bit.ly/2016TapShares>

Help us get the word out about UNICEF Tap Project! Here's some suggested social messaging to get you started:

663 MILLION people around the world lack access to safe water! Help change that with the @UNICEFUSA #TapProject: <http://bit.ly/1Llp4RH>

Meet Rosemaine, 12, from Haiti - an advocate for clean water and a true hero: <http://bit.ly/1Lgp94m> @UNICEFUSA @UNICEFHaiti #TapProject

The @UNICEFUSA #TapProject turns 10 this year! Celebrate by putting down your phone to help provide clean, safe water for children: <http://bit.ly/1Llp4RH>

Take the @UNICEFUSA #TapProject Challenge now and help provide safe water to children around the world: <http://bit.ly/1Llp4RH>

Additional content to share throughout World Water Month:

Check out the many ways UNICEF provides water to children around the world with @UNICEFUSA's interactive map: <http://bit.ly/1XPfe7F>

Put my phone down **XX** min and provided **XX** days of safe water to a child in need w/@UNICEFUSA #TapProject. Your turn! <http://bit.ly/1Llp4RH>

Now challenging [@InsertYourFriend](#), [@InsertYourFriend](#) and [@InsertYourFriend](#)! Put your phones down and help kids with the @UNICEFUSA #TapProject: <http://bit.ly/1Llp4RH>

WOW: Since 1990, UNICEF & partners have helped 2.6 BILLION people gain access to clean water <http://bit.ly/1Llp4RH> (Image: <http://bit.ly/1PZOboo>)

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Since 1990

UNICEF and its partners
have helped **2.6 billion**
people gain access to
clean water.



Please share if you think this is unacceptable. Let's take action: <http://bit.ly/1Llp4RH>
@UNICEFUSA #TapProject (Image: <http://bit.ly/1PZOboo>)

Every day, nearly
1,000 children under
five die from diseases
directly linked to unsafe
water or a lack of basic
sanitation facilities.



World Water Day (March 22)

Keep the water flowing for #WorldWaterDay thru @UNICEFUSA #TapProject! 5 min. w/o your phone = 1 day of safe water: <http://bit.ly/1Llp4RH>

GET CREATIVE! A FEW MORE WAYS TO GET INVOLVED:

- Record a short video or take a snapshot to show your followers what you did while you took the challenge. A few ways to pass the time:
 - High-five everyone in your class or workplace
 - Make a water-themed poster
 - Write a song about providing safe water to the world's children
- Make your next meeting or class a Tappy Hour! Get everyone to take the challenge together - and don't forget to show us at @UNICEFUSA.

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- Join UNICEF Water's #ClimateChain on **March 22!** Think about a place outdoors you want to protect, snap a photo of yourself in that place with your arms outstretched, and share it on social with the hashtag.

