U.S. Support for the Sustainable Development Goals
Social Media Toolkit

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Content Bookmarks: *X (formerly Twitter)* | *Facebook and Instagram*

BACKGROUND

The Sustainable Development Goals (SDGs) will be discussed in multiple fora in the coming months, including during the 78th Session of the United Nations General Assembly (UNGA78), highlighted by the SDG Summit.

Now through UNGA78, USAID will prioritize messaging on the United States' support for the SDGs when possible and appropriate in order to showcase U.S. commitment to constructive engagement with partners to tackle global challenges and advance the SDGs.

In advance of the SDG Summit in September, and in the lead up to UNGA High-Level Week, USAID has collaborated with the U.S. Mission to the United Nations (USUN) on a photo exhibition that showcases the United States' commitment to the SDGs. The photos will be displayed in the windows of the USUN building in New York City across from the United Nations, along with a QR code to link to a USAID landing page where viewers can access the stories represented by each image.

KEY MESSAGES/FACTS

- The United States is committed to the full implementation of the 2030 Agenda for Sustainable Development, both at home and abroad, by pursuing more inclusive development partnerships and deploying a more expansive set of tools.
- As a universal framework for global development and to improve the lives of citizens around the world, the 2030 Agenda and the Sustainable Development Goals (SDGs) are a vital part of the U.S. commitment to seek a free, open, prosperous, and secure world.
- The central innovation of the 2030 Agenda is the recognition that the SDGs are universal, integrated, and indivisible.
- The United States supports the 2030 Agenda because the SDGs are, at their heart, about expanding economic opportunity, ensuring respect for human rights, caring for our planet, good governance, and ensuring no one is left behind.

DATES

The SDG Summit will take place in New York City on September 18-19, and the photo exhibition will be on display through the end of September and possibly longer. (Photos of the window display are here.)

PHOTOS / GRAPHICS

Pictograms for Twitter & Facebook

Pictograms (square) for Instagram

X (formerly TWITTER)

Hashtags: #Act4SDGs, #GlobalGoals
Handles to tag: @USAID, @USAIDPolicy, @USUN

Suggested leadership tweet:
- @PowerUSAID: The 2030 Agenda isn't just a list of development priorities; it's a rallying cry for the world to unite to preserve and promote human dignity. usaid.gov/SDGs [+pictogram]

Suggested topline tweets:
- The United States is committed to the full implementation of the 2030 Agenda for Sustainable Development. Learn more about @USAID's support for the #GlobalGoals: usaid.gov/SDGs [+Administrator Power quote graphic (red or blue)]

- The Sustainable Development Goals are, at their heart, about expanding economic opportunity, advancing social justice, caring for our planet, promoting good governance, and putting equity at the core by ensuring no one is left behind. Learn more: usaid.gov/SDGs. [+pictogram]

Suggested tweets for each SDG:

SDG 1: No Poverty
- .@FeedtheFuture catalyzes the kind of agriculture-led growth that makes a big difference, helping communities – and families like Shova's – to build their resilience and keep them out of poverty. Learn more: usaid.gov/SDG1 [+SDG 1 pictogram]

- The United States sees SDG 1 as essential. Read Shova's story to learn how @USAID supports the resilience of families and communities to help them stay out of poverty: usaid.gov/SDG1 [+SDG 1 pictogram]

SDG 2: Zero Hunger
- In Kenya, stronger markets in drought-prone areas empower women like Veronica to help break the cycles of poverty, hunger & malnutrition. Learn more: usaid.gov/SDG2 [+SDG 2 pictogram]

- The United States is leading the charge to accelerate global food security under SDG 2. Read Veronica's story to learn how @USAID, through @FeedtheFuture, builds resilient, sustainable, and inclusive agriculture and food systems. usaid.gov/SDG2 [+SDG 2 pictogram]

SDG 3: Good Health and Well-being
- In Malawi, @USAID support for nurses like Florence and innovations like the Pumani bCPAP developed by students at @RiceUniversity have helped save the lives of more than 800K newborns around the world. usaid.gov/SDG3 [+SDG 3 pictogram]

- To advance SDG 3, the U.S. is committed to restoring essential health services to pre-pandemic levels by the end of 2025, by strengthening health systems and investing in health workers like Florence. Read her story: usaid.gov/SDG3 [+SDG 3 pictogram]

SDG 4: Quality Education
- With >19M children, Bangladesh has one of the largest primary education systems in the world. USAID supports primary students like Joynur by training teachers to emphasize reading with comprehension and expanding access to books. Learn more: usaid.gov/SDG4 [+SDG 4 pictogram]

- The U.S. remains focused on SDG 4 and believes that investing in education is vital to build more stable, democratic societies. Read Joynur's story to learn more about how @USAID supports education: usaid.gov/SDG4 [+SDG 4 pictogram]

SDG 5: Gender Equality
- Deliberate action is required from all of us to advance gender equality. In Morocco, these two sisters are showing their community that girls can do anything. Read more about their journey to become auto mechanics through a @USAID program: usaid.gov/SDG5 [+SDG 5 pictogram]

- When women and girls are able to participate fully in their communities, extraordinary progress is unleashed, which is what the world is demanding now. Read Naljae and Rajae's story to learn about @USAID's work to expand women's entrepreneurship: usaid.gov/SDG5 [+SDG 5 pictogram]

SDG 6: Clean Water and Sanitation
- From its most basic role as the source of life to its advanced role in powering global economies, water matters. In Malawi, Wilfred and his community learned the importance of irrigation in the midst of yearly droughts: usaid.gov/SDG6 [+SDG 6 pictogram]

- Advancing progress on SDG 6 includes ensuring communities know how to manage water resources. Read about @USAID's assistance to Wilfred's community in Malawi to help build more resilient farms. usaid.gov/SDG6 [+SDG 6 pictogram]

SDG 7: Affordable and Clean Energy
- Meet Armaan, a renewable energy specialist in Kazakhstan, who understands the importance of clean energy to keep the planet safe for our children and for future generations: usaid.gov/SDG7 [+SDG 7 pictogram]

- Recognizing the urgency of the climate crises, the United States has enacted a bold climate agenda to advance SDGs 7 and 13. Read how Kazakhstan has leveraged @USAID support to attract investment for 60 renewable projects that will reduce CO_2 emissions by 4%. usaid.gov/SDG7 [+SDG 7 pictogram]

SDG 8: Decent Work and Economic Growth
- Willian, a former coca grower, started a ceramics business and training school to preserve the pottery tradition in Chazuta, a Peruvian village. He helps children learn about pottery and gives them an opportunity to prosper: usaid.gov/SDG8 [+SDG 8 pictogram]

- The United States supports SDG 8 through technical assistance projects, worker-centered trade policies, and direct engagement with countries to support fundamental labor rights. Read

Willian's story to learn how @USAID helps small businesses thrive. usaid.gov/SDG8 [+SDG 8 pictogram]

SDG 9: Industry, Innovation, and Infrastructure

- .@USAID supports partner countries in advancing sustainable, transparent, and high-quality infrastructure development under the Infrastructure Transaction and Assistance Network (ITAN) Initiative. Learn more: usaid.gov/SDG9 [+SDG 9 pictogram]

- The United States recognizes the critical role that quality, reliable, sustainable and resilient infrastructure that is fiscally and environmentally sound plays in achieving SDG 9. Learn about @USAID's related work in the Indo-Pacific. usaid.gov/SDG9 [+SDG 9 pictogram]

SDG 10: Reduced Inequalities

- In Georgia GE, the Equality Movement, a civil society organization, partners with @USAID to advance equal human rights protections for all Georgians. Learn more: usaid.gov/SDG10 [+SDG 10 pictogram]

- U.S. efforts to achieve SDG 10 build on our work under other SDGs, and we work to ensure equality remains woven throughout all aspects of U.S. foreign policy. Read more about @USAID's efforts to promote human rights. usaid.gov/SDG10 [+SDG 10 pictogram]

SDG 11: Sustainable Cities and Communities

- By 2030, cities and towns will become home to more than 1.4 billion additional people, making rapid urbanization today's defining development trend. Learn more: usaid.gov/SDG11. [+SDG 11 pictogram]

- As the world continues to rapidly urbanize, the United States is increasing its investment in activities and initiatives that demonstrate the important role of cities in achieving the SDGs. Learn how @USAID supports sustainable urbanization at usaid.gov/urban. [+SDG 11 pictogram]

SDG 12: Responsible Consumption and Production

- In Rwanda, @FeedtheFuture introduced high-iron beans that are not only nutritious, but also virus resistant and heat and drought tolerant, which means less spoilage and waste. Learn more: usaid.gov/SDG12. [+SDG 12 pictogram]

- Reducing food loss waste, an aspect of SDG 12, improves food safety, availability, and affordability and also has a positive effect on health and climate change mitigation. Learn how @USAID works to increase food security through @FeedtheFuture. usaid.gov/SDG12. [+SDG 12 pictogram]

SDG 13: Climate Action

- Growing up in a small coastal village in the Philippines, Carmela experienced the devastating effects of #ClimateChange firsthand. Now, she is working with @USAID and our partners to protect the environment. Learn more: usaid.gov/SDG13 [+SDG 13 pictogram]

- Recognizing the urgency of the climate crisis, the United States is committed to help more than half a billion people in developing countries adapt to and manage the impacts of climate change by 2030. Read how @USAID works with local activists like Carmela in the Philippines. usaid.gov/SDG13 [+SDG 13 pictogram]

SDG 14: Life Below Water

- Since the 1990s, @USAID and HEPCA have educated Egyptians & tourists on environmental conservation. HEPCA estimates that the destruction of coral reefs along Egypt's Red Sea coastline would have been 70 percent higher without this collaboration. Learn more: usaid.gov/SDG14 [+SDG 14 pictogram]

- The United States leads on SDG 14 through programs that support sustainable use of the ocean and marine resources, marine conservation, ocean science, and sustainable fisheries management. Learn how @USAID is working to conserve coral reefs in the Red Sea. usaid.gov/SDG14 [+SDG 14 pictogram]

SDG 15: Life on Land

- In India, National Park staff must monitor vast swathes of land for potential poachers. Read how @USAID supported the scale-up of e-Eye, a surveillance system to help protect Bengal tigers: usaid.gov/SDG15 [+SDG 15 pictogram]

- The U.S. supports the achievement of SDG 15 through direct technical assistance to natural resource management agencies and other partners. The e-Eye system helps protect India's endangered Bengal tiger from poaching and retaliatory killings. usaid.gov/SDG15 [+SDG 15 pictogram]

SDG 16: Peace, Justice, and Strong Institutions

- Afërdita is the first woman to become president of the Basic Court of Pristina, the largest court in Kosovo. Under her leadership, @USAID has strengthened the court's Public Information Office to increase transparency. Learn more: usaid.gov/SDG16 [+SDG 16 pictogram]

- To advance SDG 16, the United States will continue to defend democracy around the world, even as we continue to do the work at home. Read how @USAID partners with local leaders like Afërdita to help Kosovo on its journey to becoming a citizen-responsive democracy. usaid.gov/SDG16 [+SDG 16 pictogram]

SDG 17: Partnerships for the Goals

- The United States remains the largest donor of Official Development Assistance. However, we know this alone cannot achieve the SDGs. Local leadership is essential for fostering sustainable results across our development and assistance work. Learn more: usaid.gov/SDG17 [+SDG 17 pictogram]

- The United States advances SDG 17 through development diplomacy and cooperation that strengthens partnerships and capacity among governments, civil society, and the private sector. Read how @USAID is working through local partners to amplify Indigenous voices in Uganda. usaid.gov/SDG17 [+SDG 17 pictogram]

FACEBOOK AND INSTAGRAM

Suggested topline / introductory post:
- The 2030 Agenda for Sustainable Development was adopted by all United Nations Member States in 2015 and outlines 17 Sustainable Development Goals (SDGs) that are universal, integrated, and indivisible. The United States supports the 2030 Agenda because the SDGs are, at their heart, about expanding economic opportunity, ensuring respect for human rights, caring for our planet, good governance, and ensuring no one is left behind. Learn how @USAID advances progress: usaid.gov/SDGs. [+Administrator Power quote graphic (red or blue) **OR** +SDGs FB pictogram or SDGs Instagram graphic]

Suggested post for each SDG:

SDG 1: No Poverty
- The United States sees SDG 1 as essential. Feed the Future catalyzes the kind of agriculture-led growth that makes a big difference, helping communities – and families like Shova's – to build their resilience and keep them out of poverty. Learn more: usaid.gov/SDG1
    - Facebook graphic, Instagram graphic

SDG 2: Zero Hunger
- The United States is leading the charge to accelerate global food security under SDG 2. In Kenya, stronger markets in drought-prone areas empower women like Veronica to help break the cycles of poverty, hunger & malnutrition. Read Veronica's story to learn how USAID, through Feed the Future, builds resilient, sustainable, and inclusive agriculture and food systems. usaid.gov/SDG2
    - Facebook graphic, Instagram graphic

SDG 3: Good Health and Well-being
- To advance SDG 3, the U.S. is committed to restoring essential health services to pre-pandemic levels by the end of 2025, by strengthening health systems and investing in health workers. In Malawi, @USAID support for nurses like Florence and innovations like the Pumani bCPAP developed by students at @RiceUniversity has helped save the lives of more than 800,000 newborns around the world. Learn more: usaid.gov/SDG3
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SDG 4: Quality Education
- The U.S. remains focused on SDG 4 and believes that investing in education is vital to build more stable, democratic societies. Read Joynur's story to learn more about how @USAID supports education by training teachers to emphasize reading with comprehension and expanding access to books: usaid.gov/SDG4
    - Facebook graphic, Instagram graphic

SDG 5: Gender Equality

- Deliberate action is required from all of us to advance gender equality. The U.S. advances SDG 5 through the first-ever U.S. National Strategy on Gender Equity and Equality. Read Naljae and Rajae's story, two sisters who are showing their community in Morocco that girls can do anything: usaid.gov/SDG5
  - [Facebook graphic](), [Instagram graphic]()

SDG 6: Clean Water and Sanitation

- From its most basic role as the source of life to its advanced role in powering global economies, water matters. Advancing progress on SDG 6 includes ensuring communities know how to manage water resources. In Malawi, Wilfred and his community learned the importance of irrigation in the midst of yearly droughts. Learn more: usaid.gov/SDG6
  - [Facebook graphic](), [Instagram graphic]()

SDG 7: Affordable and Clean Energy

- Recognizing the urgency of the climate crises, the United States has enacted a bold climate agenda to advance SDG 7. Meet Armaan, a renewable energy specialist in Kazakhstan, who understands the importance of clean energy to keep the planet safe for our children and for future generations. Read how Kazakhstan has leveraged USAID support to attract investment for 60 renewable projects that will reduce CO_2 emissions: usaid.gov/SDG7
  - [Facebook graphic](), [Instagram graphic]()

SDG 8: Decent Work and Economic Growth

- The United States supports SDG 8 through technical assistance projects, worker-centered trade policies, and direct engagement with countries to support fundamental labor rights. Willian, a former coca grower, started a ceramics business and training school to preserve the pottery tradition in Chazuta, a Peruvian village. He helps children learn about pottery and gives them an opportunity to prosper. Learn more: usaid.gov/SDG8
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SDG 10: Reduced Inequalities

- U.S. efforts to achieve SDG 10 build on our work under other SDGs, and we work to ensure equality remains woven throughout all aspects of U.S. foreign policy. The Equality Movement, a civil society organization in Georgia, partners with USAID to advance equal human rights protections for all Georgians. Learn more: usaid.gov/SDG10
  - [Facebook graphic](), [Instagram graphic]()

SDG 11: Sustainable Cities and Communities

- By 2030, cities and towns will become home to more than 1.4 billion additional people. As the world continues to rapidly urbanize, the United States is increasing its investment in activities

and initiatives that demonstrate the important role of cities in achieving the SDGs. Learn more: usaid.gov/SDG11.

- ○ [Facebook graphic](), [Instagram graphic]()

SDG 12: Responsible Consumption and Production

- Reducing food loss waste, an aspect of SDG 12, improves food safety, availability, and affordability and also has a positive effect on health and climate change mitigation. In Rwanda, Feed the Future introduced high-iron beans that are not only nutritious, but also virus resistant and heat and drought tolerant, which means less spoilage and waste. Learn more: usaid.gov/SDG12.
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SDG 14: Life Below Water

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SDG 16: Peace, Justice, and Strong Institutions

- Afërdita is the first woman to become president of the Basic Court of Pristina, the largest court in Kosovo. To advance SDG 16, the United States will continue to defend democracy around the world, even as we continue to do the work at home. Read how USAID partners with local leaders like Afërdita to help Kosovo on its journey to becoming a citizen-responsive democracy. usaid.gov/SDG16
  - ○ [Facebook graphic](), [Instagram graphic]()

SDG 17: Partnerships for the Goals

- The United States remains the largest donor of Official Development Assistance. However, we know this alone cannot achieve the SDGs. Local leadership is essential for fostering sustainable results across our development and assistance work. The United States advances SDG 17 through development diplomacy and cooperation that strengthens partnerships and capacity among governments, civil society, and the private sector. Learn more, and read how USAID is working through local partners to amplify Indigenous voices in Uganda: usaid.gov/SDG17
    - [Facebook graphic](#), [Instagram graphic](#)