

Commonwealth Debate on Sport and Sustainable Development 2017: Social Media Toolkit

#commonwealthtalks



The Commonwealth

Commonwealth Debate on Sport and Sustainable Development

The Commonwealth Secretariat advocates for sport to be used as a vehicle for peace and development.

We assist member countries to develop policies and frameworks that link sport to outcomes in areas such as health, education, gender equality and social cohesion.

On Thursday 6 April 2017, the fourth International Day of Sport for Development and Peace (IDSDP) the Commonwealth Secretariat is convening the second Commonwealth Debate on Sport and Sustainable Development.

The topic for the debate is:

‘Corruption in elite sport undermines the potential to promote development and peace through community sports’

Representatives from governments, senior officials and academics will join members of the sport and development community at the debate to mark IDSDP.

In this social media kit you will find:

- Sample social media posts
- Multimedia

Please feel free to use this kit as a guide for your own social media efforts and help us promote the role of sport in sustainable development.



Sample tweets

Free on April 6? Attend @commonwealthsec debate on #sport & #sustainabledevelopment <http://bit.ly/2nyHek8> #commonwealthtalks #IDSDP17

What impact does #corruption in elite #sport have on community sport for development projs? Follow conversation w/ #commonwealthtalks

2nd @commonwealthsec #sport debate looks at impact of #corruption in #elite sport on SDP <http://bit.ly/2nyHek8> #commonwealthtalks

Is there a link b/w #sportintegrity issues & #sport for #development policy? Join the conversation #commonwealthtalks

READ: @commonwealthsec's guidance on enhancing contribution of #sport to #SDGs <http://bit.ly/2nyHek8> #commonwealthtalks

.@commonwealthsec to mark #IDSDP17 w/ 2nd debate on #sport & #sustainabledevelopment. Interested? Find out more here <http://bit.ly/2nyHek8>

Curious about #sportintegrity issues? See out more at <http://bit.ly/2nyHek8> for @commonwealthsec's 2nd debate on #sport #commonwealthtalks

Threats to #sportintegrity undermine +ve impact of #sport. All actors must protect it. RT=support #commonwealthtalks <http://bit.ly/2nyHek8>

READ @commonwealthsec's policy guidance on #sportintegrity: <http://bit.ly/2nyHek8> #SDP #commonwealthtalks

#Sport can contribute to #SDGs. Read @commonwealthsec 's guide on how to make this happen <http://bit.ly/2nyHek8> #commonwealthtalks

We must take urgent & proactive action to protect the #sportintegrity. RT to show your support. #commonwealthtalks



Sample posts

1.

Growing threats to the integrity of sport undermine the positive impact sport can have. For the 2017 International Day of Sport for Development and Peace on 6 April, the Commonwealth will host its second Debate on Sport and Sustainable Development.

A panel of experts will debate the topic 'Corruption in elite sport undermines the potential to promote development and peace through community sports.'

Find out more here:
<http://bit.ly/2nyHek8>

Join the conversation:
#commonwealthtalks

2.

Government, sporting organisations, the private sector and civil society must work in collaboration to maximise the potential of sport to make a significant contribution to the SDGs.

The Commonwealth Secretariat assists member governments to create policies that link sport to development outcomes. Read its research on how to enhance sport as an enabler of development.

See our #commonwealthtalks events:
<http://bit.ly/2nyHek8>

3.

Are community sport for development initiatives impacted by corruption in elite sport? Is there a link between sport integrity issues and sport development policy?

Experts at the second Commonwealth Debate on Sport and Sustainable Development will give their thoughts on these issues. For more information see: <http://bit.ly/2nyHek8>

Join the conversation:
#commonwealthtalks



Sample posts

1.

To mark the 2017 International Day of Sport for Development and Peace on 6 April, the Commonwealth will host its second Debate on Sport and Sustainable Development. A panel of experts will debate the topic 'Corruption in elite sport undermines the potential to promote development and peace through community sports.'

Find out more here:
<http://bit.ly/2nyHek8>

2.

The Commonwealth undertakes wide-ranging consultation and analysis to produce guidelines that assist in strengthening sport for development and peace policy.

Access these publications here: <http://bit.ly/2dpwlbn>

3.

On Thursday 6 April, representatives from government, senior officials and academics will join members of the sport and development community at the 2nd Commonwealth debate to mark the International Day of Sport for Development and Peace.

For more information see:
<http://bit.ly/2nyHek8>

Visuals

Make your posts more engaging by:

[downloading our visuals](#)

Publications

[Sport for Development and Peace and the 2030 Agenda for Sustainable Development](#)

[The Commonwealth Guide to Advancing Development through Sport](#)

[Strengthening Sport for Development and Peace National Policies and Strategies](#)

[Sport for Development and Peace Youth Advocacy Toolkit](#)



Sport for Development and Peace

The Commonwealth Secretariat advocates for sport to be used as a vehicle for peace and development.

We assist member countries to develop policies and frameworks that link sport to outcomes in areas such as health, education, gender equality and social cohesion.

[Find out more about our work in this area](#)

Join the conversation

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About the Commonwealth Secretariat

The Commonwealth Secretariat provides guidance on policy making, technical assistance and advisory services to Commonwealth member countries. We support governments to help achieve sustainable, inclusive and equitable development. We are a champion for youth empowerment.

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Any questions?

Get in touch with the Commonwealth Secretariat's Communications Division

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POTENTIAL IMPACT OF QUALITY SPORT AND PHYSICAL EDUCATION

- Better engaged learners
- Positive relationships between teachers and learners
- Varied learning experiences
- Modelling of positive teaching styles
- Young people re-connected to formal learning environments
- More inclusive learning environments



RECOMMENDATIONS FOR GREEN SPACE IN URBAN AREAS

Source: UN Habitat/Designed to Move

