

Commonwealth Day 2018

Social Media Toolkit

#CommonwealthDay

#ourCommonwealth



Commonwealth Day

Fifty-three countries will come together on Monday 12 March 2018 to celebrate Commonwealth Day under the theme 'Towards a Common Future'.

Commonwealth Day, held on the second Monday in March each year, is an opportunity for individuals, communities and organisations to promote the Commonwealth's shared values of peace, democracy and equality, and to celebrate the association's rich diversity.

The day will be marked across the globe by a range of activities, including a multi-faith service at Westminster Abbey in London, and a wreath-laying at the Commonwealth War Memorial in Constitution Hill. This service is traditionally attended by Her Majesty The Queen, the Head of the Commonwealth,

High Commissioners, the Commonwealth Secretary-General, and dignitaries from across the Commonwealth.



[Download the theme design](#)

In this toolkit you will find sample posts for Twitter, Facebook and Instagram.

Please feel free to use these posts as a guide for your own social media efforts.

Thank you in advance for your help in promoting the work of the Commonwealth Secretariat and in raising awareness of this year's theme 'Towards a Common Future.'

Don't forget to use the hashtag [#CommonwealthDay](#) and our hashtag for 2018's theme [#ourCommonwealth](#)

For more information on Commonwealth Day 2018 and downloadable resources visit: thecommonwealth.org/commonwealthday

Join in with Commonwealth Day celebrations online and tell us what you appreciate most about the Commonwealth

How do you see the Commonwealth?

We want as many people around the Commonwealth to share photos and describe how you are celebrating Commonwealth Day! Here are some suggestions to help you get started:

1. Take a photo with friends, family, colleagues or neighbours



2. Think of an exciting Commonwealth location, famous land mark or scenic landscape which could make an interesting setting



3. Host or take part in a #CommonwealthBigLunch



4. Submit a photo to @commonwealth2018 of 'How you see the Commonwealth' on Instagram





(Post on 12 March) Happy #CommonwealthDay to all those celebrating today across #ourCommonwealth!
Share your celebrations using #CommonwealthDay

This year's #CommonwealthDay and #CHOGM2018 are joined under the theme 'Towards a Common Future', addressing how the #Commonwealth can work to create a better future for all: thecommonwealth.org/theme #ourCommonwealth

#CommonwealthDay will be celebrated on 12 March this year. Faith and civic groups, school assemblies, flag-raising ceremonies and street parties are just some of the events that will be held to mark the strong unity that defines the #Commonwealth

Join in the celebrations this #CommonwealthDay! Share your photos using #CommonwealthDay and #ourCommonwealth and make sure to tag the #Commonwealth Secretariat: @commonwealthsec

Continue your celebrations of the rich diversity of the #Commonwealth after #CommonwealthDay this year by hosting your own #CommonwealthBigLunch within your community: www.edenprojectcommunities.com/commonwealth-big-lunches #ourCommonwealth

The #Commonwealth is a voice for small and vulnerable states and a champion for young people. 53 independent countries celebrate #CommonwealthDay and aim to work together 'Towards a Common Future' at #CHOGM2018: thecommonwealth.org/commonwealthday #ourCommonwealth

Join the celebrations by sharing your messages, photos and videos with the hashtag #CommonwealthDay. Don't forget to tag the #Commonwealth Secretariat social media channels: Twitter: @commonwealthsec Facebook: /commonwealthsec Instagram: @commonwealth_sec



(Post on 12 March) Happy #CommonwealthDay to all those celebrating today in #ourCommonwealth! Join us in our celebrations by commenting, sharing and using #CommonwealthDay and #ourCommonwealth in your own photos! @commonwealth_sec

This #CommonwealthDay we're joining the #Commonwealth Secretariat @commonwealthsec in celebrating #ourCommonwealth. Join us in our celebrations and share news of your events and photos using #CommonwealthDay and #ourCommonwealth

This year #CommonwealthDay precedes the Commonwealth Heads of Government Meeting, when the leaders of 53 independent member countries will meet to address key global challenges affecting its 2.4 billion citizens. The two events are joined by the same theme 'Towards a Common Future'. Show your support for the #Commonwealth's shared values of prosperity, democracy and peace by sharing your #CommonwealthDay celebrations with #ourCommonwealth

The #Commonwealth Secretariat supports development, democracy and peace. They are a voice for small and vulnerable states and a champion for young people. Find out more about how the Secretariat helps to strengthen governance, build inclusive institutions and promote human rights: #CommonwealthDay #ourCommonwealth

The vast diversity and strong unity of the Commonwealth will be celebrated on Mon 12 March, Commonwealth Day. Find out more: thecommonwealth.org/commonwealthday

Join the celebrations by sharing your messages, photos and videos with the hashtag #CommonwealthDay. Don't forget to tag the #Commonwealth Secretariat social media channels: Twitter: @commonwealthsec Facebook: /commonwealthsec Instagram: @commonwealth_sec



(Post on 12 March) Happy #CommonwealthDay to all those celebrating today in #ourCommonwealth! Join us in our celebrations by commenting, sharing and using #CommonwealthDay and #ourCommonwealth in your own photos! @commonwealth_sec

This year #CommonwealthDay precedes the #Commonwealth Heads of Government Meeting, when the leaders of 53 independent member countries will meet to reaffirm our common values, address shared #global challenges and agree how to work together for the common good of its 2.4 billion citizens. Share your celebrations of the day and the rich #diversity of the Commonwealth using #ourCommonwealth and #CommonwealthDay! @commonwealth_sec @commonwealth2018

53 independent countries celebrate #CommonwealthDay across six continents. Show your support for the #Commonwealth by capturing its shared values of #prosperity, #peace and #democracy with your photos and videos and by tagging #ourCommonwealth and #CommonwealthDay @commonwealth_sec

Join the celebrations by sharing your messages, photos and videos with the hashtag #CommonwealthDay. Don't forget to tag the #Commonwealth Secretariat social media channels: Twitter: @commonwealthsec Facebook: /commonwealthsec Instagram: @commonwealth_sec

Commonwealth Day Highlights

- The 53 countries of the Commonwealth celebrate Commonwealth Day every year on the second Monday of March
- On 12 March 2018 people in Commonwealth countries in Africa, Asia, the Caribbean and Americas, the Pacific and Europe will observe Commonwealth Day
- Schools will take part in a global online debate as part of Commonwealth Class, an initiative of the Commonwealth Secretariat and British Council
- Commonwealth Day will be observed weeks before the Commonwealth Games, the second biggest athletics event in the world

Commonwealth Heads of Government Meeting

This year Commonwealth Day precedes the [2018 Commonwealth Heads of Government Meeting](#), when the leaders of 53 independent member countries will meet to address key global challenges and agree how to work together for the welfare and common good of its 2.4 billion citizens.

The two events are joined by the same theme 'Towards a Common Future'. Building upon the 2017 theme of 'A Peace-Building Commonwealth', this year's theme explores how the Commonwealth can address global challenges and work to create a better future for all citizens through sub-themes of sustainability, security, prosperity and fairness, in line with the theme of the 2018 Commonwealth Heads of Government Meeting in London.

[Find out more about the Commonwealth theme](#)

Join the conversation

#ourCommonwealth
#CommonwealthDay



[@commonwealthsec](https://twitter.com/commonwealthsec)



[/commonwealthsec](https://www.facebook.com/commonwealthsec)



[@commonwealth_sec](https://www.instagram.com/commonwealth_sec)



**Towards a
Common
Future**

For more information on Commonwealth Day 2018 visit: thecommonwealth.org/commonwealthday

