

Social Media Toolkit

Commonwealth Day 2020
#CommonwealthDay
#CommonwealthDelivers



The Commonwealth

Commonwealth Day 2020

Fifty-four countries will come together on Monday 09 March 2020 to celebrate Commonwealth Day under the theme 'Delivering a Common Future: Connecting, Innovating, Transforming'.

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 afternoon service takes place in the presence of Her Majesty The Queen, Head of the Commonwealth, and other members of the Royal Family, senior politicians, High Commissioners, Commonwealth dignitaries and over 1,000 young people, with approximately 2,000 people attending in total.

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

Please 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 'Delivering a Common Future'.

Do not forget to use the hashtag #CommonwealthDay and our hashtag for 2020's theme #CommonwealthDelivers

For more information on Commonwealth Day 2020 and downloadable resources, visit:

www.thecommonwealth.org/commonwealthday



**Delivering a
Common Future**
Connecting
Innovating
Transforming



[Download the theme design](#)

Commonwealth Day Highlights

- 54 countries of the Commonwealth celebrate Commonwealth Day every year on the second Monday of March.
- On 09 March 2020, people in Commonwealth countries in Africa, Asia, the Caribbean and Americas, the Pacific and Europe will observe Commonwealth Day.

Join Commonwealth Day Celebrations Online

Share what you appreciate the 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:

Take a photo with friends, family, colleagues or neighbours;



Think of an exciting Commonwealth location, famous landmark or scenic landscape which could make an interesting setting; and



Submit your photo to @commonwealth_sec of 'How you see the Commonwealth' on Instagram Commonwealth Day 2020



Twitter

To be published prior to and on 09 March 2020

1. Happy Commonwealth Day to all those celebrating today across the #Commonwealth! Share your celebrations using #CommonwealthDay and use this year's theme #CommonwealthDelivers.
2. This year's #CommonwealthDay theme is 'Delivering a Common Future'. It was chosen because the diverse family of 54 #Commonwealth countries connect at many levels through extensive and deep-rooted networks of friendship and goodwill: [thecommonwealth.org/theme #CommonwealthDelivers](https://thecommonwealth.org/theme/CommonwealthDelivers)
3. #CommonwealthDay is being celebrated today (09 March). Faith and civic gatherings, school assemblies, flag-raising ceremonies and street parties are just some of the events that will mark the strong unity that defines the #Commonwealth. #CommonwealthDelivers
4. Join in the celebrations on this Commonwealth Day! Share your photos using #CommonwealthDay and #CommonwealthDelivers and make sure to tag the Commonwealth Secretariat: @commonwealthsec
5. The #Commonwealth is a voice for small and vulnerable states, and a champion for young people. Today, 54 independent countries celebrate #CommonwealthDay under the theme of a #CommonwealthDelivers of this diverse family of nations to connect and work together thecommonwealth.org/commonwealthday
6. Join the Commonwealth Day celebrations by sharing your messages, photos and videos with the hashtag #CommonwealthDay and #CommonwealthDelivers. Don't forget to tag the #Commonwealth Secretariat social media channels: Twitter: @commonwealthsec Facebook: @commonwealthsec Instagram: @commonwealth_sec
7. The vast diversity and strong unity of the #Commonwealth are being celebrated today (09 March), #CommonwealthDay. Find out more: thecommonwealth.org/commonwealthday

Facebook

To be published prior to and on 09 March 2020

1. Happy Commonwealth Day to all those celebrating today under the theme of #CommonwealthDelivers! Join us in our celebrations by using #CommonwealthDay and #CommonwealthDelivers in your own messages, photos and videos. @commonwealthsec
2. On this Commonwealth Day, we're joining the #Commonwealth Secretariat @commonwealthsec in celebrating a #CommonwealthDelivers. Join our celebrations by sharing updates of your events using #CommonwealthDay and #CommonwealthDelivers.
3. This year the theme for Commonwealth Day 2020 is: Delivering a Common Future: Connecting, Innovating, Transforming. The theme was chosen because the governments and people of our diverse family of 54 Commonwealth countries connect at many levels through extensive and deep-rooted networks of friendship and goodwill. Show your support for the #Commonwealth's shared values of prosperity, democracy and peace by sharing your #CommonwealthDay celebrations by using #CommonwealthDelivers
4. The #Commonwealth Secretariat supports development, democracy and peace. We 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: thecommonwealth.org #CommonwealthDay #CommonwealthDelivers
5. The vast diversity and strong unity of the #Commonwealth is being celebrated today 09 March 2020, #CommonwealthDay. Find out more: thecommonwealth.org/commonwealthday #CommonwealthDelivers
6. Join the celebrations by sharing your messages, photos and videos with the hashtag #CommonwealthDay and #CommonwealthDelivers. Don't forget to tag the #Commonwealth Secretariat social media channels: Twitter: @commonwealthsec Facebook: @commonwealthsec Instagram: @commonwealth_sec

Instagram

To be published prior to and on 09 March 2020

1. Happy Commonwealth Day to all those celebrating today in the #Commonwealth! Join us in our celebrations by sharing your photos and messages with us using #CommonwealthDay and #CommonwealthDelivers, Make sure to tag us on Instagram @commonwealth_sec
2. This Commonwealth Day, we're joining the #Commonwealth Secretariat @commonwealthsec in celebrating a #CommonwealthDelivers. Join us in our celebrations by sharing your events using #CommonwealthDay and #CommonwealthDelivers.
3. This year the theme for Commonwealth Day 2020 is: Delivering a Common Future: Connecting, Innovating, Transforming. The theme was chosen because the governments and people of our diverse family of 54 Commonwealth countries connect at many levels through extensive and deep-rooted networks of friendship and goodwill. Show your support for the #Commonwealth's shared values of prosperity, democracy and peace by sharing your #CommonwealthDay celebrations by using #CommonwealthDelivers
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Commonwealth theme for 2020

The theme for the 2020 Commonwealth Heads of Government Meeting (CHOGM), for Commonwealth Day and for the work of the Commonwealth more generally is

Delivering a Common Future: Connecting, Innovating, Transforming

This theme was chosen because the governments and people of our diverse family of 54 Commonwealth countries connect at many levels through extensive and deep-rooted networks of friendship and goodwill.

Together, the countries and people of the Commonwealth tackle climate change and its impacts. We work to find sustainable ways of using the natural resources of our planet, its land and ocean, so that our environment is protected.

Together, we work to build peace and harmony through social and democratic development.

Together, we encourage inclusive economic empowerment and fair trade so that all people, particularly women, young people and those in marginalised communities can share the fruits of progress and prosperity.

Together, we are delivering a common future by connecting, innovating and transforming our societies.

[Discover more about our history as an organisation](#)

Commonwealth Heads of Government Meeting 2020

Leaders of the Commonwealth countries meet every 2 years at the Commonwealth Heads of Government Meeting (CHOGM).

The next CHOGM will be in Kigali in Rwanda in June 2020.

The theme for CHOGM 2020 is 'Delivering a Common Future: Connecting, Innovating, Transforming.' Leaders will discuss how to deliver the things which were discussed at CHOGM 2018 in London, which was on the theme 'Towards a Common Future'.

Ahead of the meeting, members of parliament, youth and gender activists, and representatives from society and business will meet at special forums to make sure the voices of women, young people, businesses and other organisations are heard at CHOGM.

[Discover more about CHOGM 2020](#)

[#CHOGM2020](#)

Resources to Download

The following resources are available for download:

[Imagery](#)

[Videos](#)

[Commonwealth Theme Poster](#)

[Flags of the Commonwealth Poster](#)

[All downloadable resources](#)

Join The Conversation

#CommonwealthDelivers

#CommonwealthDay

 [@commonwealthsec](#)

 [@commonwealthsec](#)

 [@commonwealth_sec](#)

For more information on Commonwealth Day 2020, visit:

thecommonwealth.org/commonwealthday

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