

# Social Media Toolkit

Commonwealth Day 2019

#CommonwealthDay

#ConnectedCommonwealth



The Commonwealth

# Commonwealth Day 2019

**Fifty-three countries will come together on Monday 11 March 2019 to celebrate Commonwealth Day under the theme 'A Connected Commonwealth'.**

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 'A Connected Commonwealth'.

Do not forget to use the hashtag #CommonwealthDay and our hashtag for 2019's theme #ConnectedCommonwealth

For more information on Commonwealth Day 2019 and downloadable resources, visit:

[www.thecommonwealth.org/commonwealthday](http://www.thecommonwealth.org/commonwealthday)



**A CONNECTED  
COMMONWEALTH**

[Download the theme design](#)

## Commonwealth Day Highlights

- 53 countries of the Commonwealth celebrate Commonwealth Day every year on the second Monday of March.
- On 11 March 2019, 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.

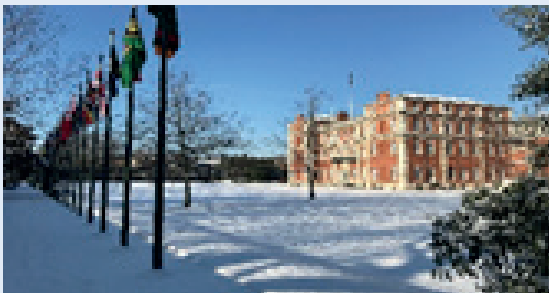
## How do you see the Commonwealth?

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 land mark 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 2019



# Twitter

## To be published prior to and on 11 March 2019

1. Happy #CommonwealthDay to all those celebrating today across #ConnectedCommonwealth! Share your celebrations using #CommonwealthDay.
2. This year's #CommonwealthDay theme is 'A Connected Commonwealth', which offers opportunities for the people, governments and institutions of this richly diverse family of nations to connect and work together: [thecommonwealth.org/theme](https://thecommonwealth.org/theme) #ConnectedCommonwealth
3. #CommonwealthDay is being celebrated today (11 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. #ConnectedCommonwealth
4. Join in the celebrations on this Commonwealth Day! Share your photos using #CommonwealthDay and #ConnectedCommonwealth 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, 53 independent countries celebrate #CommonwealthDay under the theme of a #ConnectedCommonwealth of this diverse family of nations to connect and work together [thecommonwealth.org/commonwealthday](https://thecommonwealth.org/commonwealthday)
6. Join the Commonwealth Day celebrations by sharing your messages, photos and videos with the hashtag #CommonwealthDay and #ConnectedCommonwealth. 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 (11 March), #CommonwealthDay. Find out more: [thecommonwealth.org/commonwealthday](https://thecommonwealth.org/commonwealthday)

# Facebook

## To be published prior to and on 11 March 2019

1. Happy Commonwealth Day to all those celebrating today in a Connected Commonwealth! Join us in our celebrations by using #CommonwealthDay and #ConnectedCommonwealth in your own messages, photos and videos. @commonwealth\_sec
2. On this Commonwealth Day, we're joining the #Commonwealth Secretariat @commonwealthsec in celebrating a #ConnectedCommonwealth. Join our celebrations by sharing updates of your events using #CommonwealthDay and #ConnectedCommonwealth.
3. This year Commonwealth Day 2019 also marks the 70th anniversary of the formation of the Commonwealth, with old ties and new links enabling co-operation towards social, political and economic development, which is both inclusive and sustainable. Show your support for the #Commonwealth's shared values of prosperity, democracy and peace by sharing your #CommonwealthDay celebrations with us using #ConnectedCommonwealth
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](http://thecommonwealth.org) #CommonwealthDay #ConnectedCommonwealth
5. The vast diversity and strong unity of the #Commonwealth is being celebrated today 11 March, #CommonwealthDay. Find out more: [thecommonwealth.org/commonwealthday](http://thecommonwealth.org/commonwealthday) #ConnectedCommonwealth
6. Join the celebrations by sharing your messages, photos and videos with the hashtag #CommonwealthDay and #ConnectedCommonwealth. 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 11 March 2019

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 #ConnectedCommonwealth, Make sure to tag us on Instagram @commonwealth\_sec
2. This Commonwealth Day, we're joining the #Commonwealth Secretariat @commonwealthsec in celebrating a #ConnectedCommonwealth. Join us in our celebrations by sharing updates your events using #CommonwealthDay and #ConnectedCommonwealth.
3. This year Commonwealth Day 2019 also marks the 70th anniversary of the formation of the modern Commonwealth, with old ties and new links enabling co-operation towards social, political and economic development, which is both inclusive and sustainable. Show your support for the #Commonwealth's shared values of prosperity, democracy and peace by sharing your #CommonwealthDay celebrations with #ConnectedCommonwealth
4. 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: [thecommonwealth.org](http://thecommonwealth.org) #CommonwealthDay #ConnectedCommonwealth
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# 70th Anniversary of the Formation of the Commonwealth

2019 marks the 70th anniversary of the formation of the Commonwealth, with old ties and new links enabling co-operation towards social, political and economic development, which is both inclusive and sustainable.

The Commonwealth is one of the world's oldest political association of states. Its roots go back to the British Empire when some countries were ruled directly or indirectly by Britain. Some of these countries became self-governing while retaining Britain's monarch as Head of State. They formed the British Commonwealth of Nations.

In 1949, the association we know today, the Commonwealth came into being. Since then, independent countries from Africa, the Americas, Asia, Europe and the Pacific have joined the Commonwealth.

Membership today is based on free and equal voluntary co-operation. The last two countries to join the Commonwealth - Rwanda and Mozambique - have no historical ties to the British Empire.

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

# Resources to Download

The following resources are available for download:

[Imagery](#)

[Videos](#)

[Commonwealth Theme Poster](#)

[Flags of the Commonwealth Poster](#)

[Commonwealth for Kids](#)

[All downloadable resources](#)

## Join The Conversation

#ConnectedCommonwealth

#CommonwealthDay

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

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

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

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The Commonwealth