



Conflict in Context Social Media Kit



CHEMONICS



MercyCorps



USAID
FROM THE AMERICAN PEOPLE



WHAT IS CONFLICT IN CONTEXT?



conflict in context

Over the course of a year, the global donor community invests over \$100 billion dollars into aid to encourage growth and make progress toward development goals. But what happens when a country faces a setback such as a political transition, natural disaster or civil unrest? In countries like Rwanda, Syria, and Myanmar, these types of crises can erase progress, making mitigation and transitions through crisis all the more critical.

Devex in partnership with Chemonics, Mercy Corps, The Organization for Security and Co-operation in Europe and USAID, is launching [#ConflictinContext](#) to decode the challenges of crises, highlight opportunities that countries face while in crisis and explore what the development community is doing to respond.



HOW DO I GET INVOLVED?

On August 25, we're launching the Conflict in Context campaign to take this conversation to the forefront of global development discussions online.

Here's 3 ways you can join the conversation:

1. Visit the campaign site: conflictincontext.devex.com

2. Follow key social media accounts & stay updated on the campaign:



3. Share your ideas and/or stories using the official hashtag:

[#ConflictinContext](https://twitter.com/ConflictinContext)





KEY DATES

Mark your calendar for key engagement days for the campaign.

Join the conversation on social media using the hashtag #Conflict in Context.

AUGUST

S	M	T	W	T	F	S
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

August 25

#ConflictinContext goes live!

*Sign up for the [Devex Newswire](#) so you don't miss it.

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

September 7 - 11

Conflict in Context Digital Week

Join us for a series of online events on hot topics on conflict. Check the site's

[Join Us](#) page for updates.



MAKE #CONFLICTINCONTEXT TREND

#ConflictinContext is the official campaign hashtag. Use it often.

Share the campaign feature articles, op-eds and survivor stories. Use the messages and facts in this toolkit to amplify our global voice and educate your network on why #ConflictinContext matters.

Download all the graphics on Dropbox [here](#).

JOIN US FOR THE #CONFLICTINCONTEXT KICKOFF:

.@Devex kicks off #ConflictinContext w/ @Chemonics @MercyCorps @OSCE @USAID: <http://ow.ly/R7ioY>

What is #ConflictinContext? Check out the @Devex series on the #challenges & #opportunities of countries in conflict: <http://ow.ly/R7ioY>

Join the #ConflictinContext conversation! Here's what you need to know: <http://ow.ly/R7ioY>

There is a common thread in #Syria, #CARCrisis & #SouthSudan. What is it? Follow #ConflictinContext to find out: <http://ow.ly/R7ioY>

The int'l community has promised 'never again' many times. What lessons have we learned abt #ConflictinContext? <http://ow.ly/R7ioY>

TWEET THE FACTS:

In 2015, 1M #Syrians have been forced to flee their homes. 7.6M were internally displaced. #ConflictinContext

In 2014, 13.9M people were newly displaced due to conflict or persecution, including 2.9 million new refugees. #ConflictinContext

.@NickKristof named the crisis in the #NubaMts the 'worst atrocity you never heard of'. Here's why: <http://ow.ly/R7ioY> #ConflictinContext

Why is genocide the 'problem from hell'? Follow @Devex's #ConflictinContext series to learn more: <http://ow.ly/R7ioY> @AmbassadorPower

Check back for updates throughout the campaign!



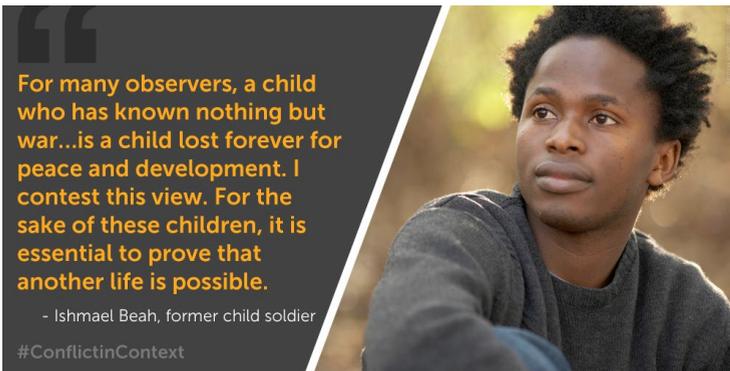
MAKE #CONFLICTINCONTEXT TREND

in POST A QUESTION ON LINKEDIN:

How do we address the challenges and opportunities that countries face while in crisis? Check out Conflict in Context to learn more: <http://ow.ly/R7Upo>

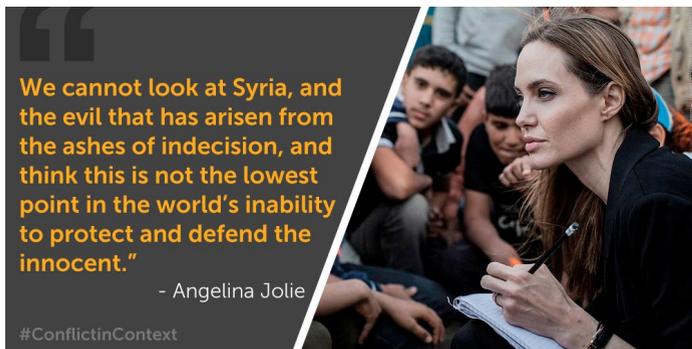
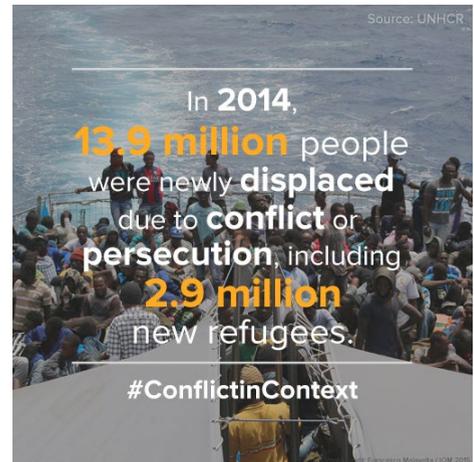
f SHARE THESE GRAPHICS ON FACEBOOK:

Post 1: What's the biggest victory for survivors of conflict? Ishmael Beah captures it perfectly:



Check out more on #ConflictinContext, a new @Devex series with @Chemonics @MercyCorps and @USAID @OSCE: <http://ow.ly/R7TyB>

Post 2: 53% of all refugees worldwide came from just three countries: #Syria, #Afghanistan, and #Somalia. #ConflictinContext
Learn more: <http://ow.ly/R7TyB>



Post 3: Angelina Jolie on why we can't wait any longer to take action on #Syria. #ConflictinContext

Check out the #ConflictinContext campaign to learn more: <http://ow.ly/R7TyB>

Have a question about the campaign?

Contact Devex's Senior Digital Communications Associate, Carine Umuhumuza at carine.umuhumuza@devex.com

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