



## Social Media Toolkit

This social media toolkit is to help communicators, civil society partners and media promote the NATO Public Forum and amplify the Summit messages to global audiences.

The NATO Public Forum is a public conference taking place during the Alliance's Summit in Vilnius, on 11-12 July 2023. NATO is organising the event in collaboration with the Eastern Europe Studies Centre, the German Marshall Fund of the United States, the Munich Security Conference, and the Atlantic Council. The Forum will bring a selection of in-person participants and online audiences across the globe. It will include conversations featuring Heads of State and Government, Ministers, international security experts, opinion formers, academics, journalists and young people, in a series of panel discussions, debates, and interactive sessions on various topics on NATO's agenda.

### Web

**Event website (English):** <https://natopublicforum2023.lt/en>

Event website (Lithuanian): <https://natopublicforum2023.lt/lt>

Registration for online participation: <https://natopublicforum2023.lt/en/register>

NATO Summit landing page: [www.nato.int/vilnius2023](http://www.nato.int/vilnius2023)

### Hashtags

Main hashtag: #NATOSummit

Thematic hashtags: #WeAreNATO, #NATO

### Social media content

NATO and co-organising partners have created [tailored content](#) to support the promotion of the event. This content is free to download and use without any restrictions on your social media accounts. The content will be updated in real time and available for download.

The links to Google Drives are **not to be posted nor publicized** as such; content available must be **downloaded first** and uploaded on the social media channels.

- Social media graphics:  
[https://drive.google.com/drive/folders/1aWViLulvr1tMTKLuaGGtQCZ8xRyEYUZ?usp=drive\\_link](https://drive.google.com/drive/folders/1aWViLulvr1tMTKLuaGGtQCZ8xRyEYUZ?usp=drive_link)
- Pre-promotional videos:  
[https://drive.google.com/drive/folders/1q0E9VHBLP4g8pzigEvvMvKF8GJFbx1EN?usp=drive\\_link](https://drive.google.com/drive/folders/1q0E9VHBLP4g8pzigEvvMvKF8GJFbx1EN?usp=drive_link)
- Pictures and videos taken at the event:  
[https://drive.google.com/drive/folders/1VXNdrQclSqVDaoFJYRVjpK5DiEKv7lbc?usp=drive\\_link](https://drive.google.com/drive/folders/1VXNdrQclSqVDaoFJYRVjpK5DiEKv7lbc?usp=drive_link)

## NATO Public Forum YouTube Studio

This year NATO has partnered with YouTube to run a professional studio off the main NATO Public Forum stage on 11-12 July 2023. A group of young content creators will conduct short interviews with prominent speakers and participants from the Public Forum in the YouTube Studio on the event site.

A selection of the interviews recorded will be available on [NATO YouTube](#). Follow and amplify the official accounts of the creators, which will amplify the interview discussions:

- Maria Efrosinina (Ukraine):
  - <https://www.youtube.com/@mashaefrosynina>
  - <https://www.instagram.com/mashaefrosinina/>
- Jack Kelly (UK)
  - <https://www.youtube.com/@TLDRnewsEU>
  - <https://www.instagram.com/tldrjack/>
- Paulius Mikolaitis (Lithuania)
  - <https://www.youtube.com/@deMiko>
  - <https://www.instagram.com/pauldemiko/>

## Social media accounts

Please follow and amplify the social media accounts that will promote and provide updates on the event and on the NATO Summit. You are encouraged to tag relevant accounts in your content so we can look to engage with and amplify your posts.

## Social media accounts related to the event

The event will be livestreamed on the [event's landing page](#), on the [event platform](#), on [NATO YouTube in English \(Day 1 and Day 2\)](#), [EESC YouTube in Lithuanian](#) and on [NATO Engagement Facebook group](#).

### NATO Accounts

NATO Flagship Accounts	NATO Leadership Accounts	NATO in Russian
<a href="#">NATO Twitter</a>	<a href="#">Secretary General Twitter</a>	<a href="#">Twitter</a>
<a href="#">NATO Facebook</a>	<a href="#">Secretary General Facebook</a>	<a href="#">Facebook</a>
<a href="#">NATO Instagram</a>	<a href="#">Secretary General Instagram</a>	<a href="#">Instagram</a>
<a href="#">NATO LinkedIn</a>	<a href="#">Deputy Secretary General Twitter</a>	<a href="#">YouTube</a>
<a href="#">NATO YouTube</a>	<a href="#">Deputy Assistant Secretary General PDD Twitter</a>	<a href="#">Telegram</a>
<a href="#">NATO News YouTube</a>	<a href="#">NATO Spokesperson Twitter</a>	
<a href="#">NATO Flickr</a>	<a href="#">NATO Spokesperson Instagram</a>	
<a href="#">GIPHY</a>	<a href="#">NATO Deputy Spokesperson Twitter</a>	

### Partners' Flagship Accounts

Eastern Europe Studies Centre	German Marshall Fund	Munich Security Conference	Atlantic Council
<a href="#">Twitter</a>	<a href="#">Twitter</a>	<a href="#">Twitter</a>	<a href="#">Twitter</a>
<a href="#">Facebook</a>	<a href="#">Facebook</a>	<a href="#">Facebook</a>	<a href="#">Facebook</a>
<a href="#">LinkedIn</a>	<a href="#">Instagram</a>	<a href="#">Instagram</a>	<a href="#">Instagram</a>
<a href="#">YouTube</a>	<a href="#">YouTube</a>	<a href="#">YouTube</a>	<a href="#">YouTube</a>
	<a href="#">LinkedIn</a>	<a href="#">LinkedIn</a>	<a href="#">LinkedIn</a>

## Protect the Future Campaign



NATO's Protect the Future campaign is designed to reassure young audiences that the Alliance is ready and able to protect one billion citizens and every inch of Allied territory. Content creators from Estonia, Latvia, Lithuania and Poland have been going behind the scenes at NATO, meeting leaders and experts to better understand how the Alliance works to provide peace and security.

As part of this campaign, they will be attending aspects of the NATO Summit (including the Public Forum) and creating social media content to report on their time there, all from a young person's perspective. Please follow and amplify their official accounts, which will promote and provide reportage of the Summit. Remember to add #ProtectTheFuture to any campaign content you share to your channels.

### Estonia

- Katrin Huttunen – <https://www.instagram.com/katriinhu/>
- Karl-Gustav Kurn – <https://www.instagram.com/karlgustavkurn/?hl=en>
- Kertu Jukkum – <https://www.instagram.com/kertujukkum/>

### Latvia

- Laura Grevina – <https://www.instagram.com/lauragrevina/>
- Jānis Krīvēns – <https://www.instagram.com/krivenchy/>
- Monta Zaumane – <https://www.instagram.com/montatalkssecurity/?hl=en>
- Tomass Pildegovics - <https://www.instagram.com/tomass.pldgvcs/>

### Lithuania

- Paulius Mikolaitis – <https://www.instagram.com/pauldemiko/> [deMiko - YouTube](#)
- Aurimas Valujavičius – <https://www.instagram.com/aurimas.keliautojas/>

### Poland

- Maciej Musiał - [https://www.instagram.com/maciejmusial\\_official](https://www.instagram.com/maciejmusial_official)

### Contact

If you have further enquiries please contact: [engagement@natochannel.tv](mailto:engagement@natochannel.tv)