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Social media pack

✓ **NATO 2030 Youth Summit**

# Summary

On Monday 09 November 2020, NATO Secretary General Jens Stoltenberg will host the NATO 2030 Youth Summit, to ensure that NATO incorporates young people’s views of security and peace in its reflection on the future of NATO.

This social media pack presents guidance for partners to support outreach and engagement with the event.

The Youth Summit aims to bring together 18-35 year-old citizens from NATO Allied and partner countries for an online conversation with Mr. Stoltenberg and a series of discussions and brainstorming sessions focused on keeping NATO strong militarily, making it stronger politically and more global.

This event is part of [NATO 2030](https://www.nato.int/cps/en/natohq/176155.htm), the Secretary General’s initiative to make sure the Alliance remains ready to face tomorrow’s challenges, and keep its citizens safe in the next decade and beyond.

# Common elements

## Hashtag

#NATO2030

## Web

Live-streams: <https://www.nato.int/NATO2030YouthSummit>

NATO media advisory note: <https://www.nato.int/cps/en/natohq/176155.htm>

Munich Security Conference press release: <https://securityconference.org/en/news/full/munich-security-conference-co-hosts-nato-2030-youth-summit/>

# Social media assets

NATO photos: <https://www.flickr.com/photos/nato>

NATO 2030 logos for web and social media: <https://nato.thirdlight.com/link/NATO2030/@/folder/2>

New NATO social media assets will uploaded here: <https://drive.google.com/drive/folders/1M53vo5b08kc47phrwCUHN2S3kqMA7fyP?usp=sharing>

You may also wish to amplify legacy NATO content on NATO 2030 themes:

NATO and the security implications of climate change: <https://www.youtube.com/watch?v=iwm5IPWelh4>

NATO 2030: <https://www.youtube.com/watch?v=H7yxpwYuD6A>

Stopping the spread of disinformation: <https://www.youtube.com/watch?v=y-fU4SDcnlY>

# NATO social media accounts

Some of the below listed official NATO accounts will also look to promote the event and we encourage amplification where possible or if easier than posting original content.

## Enterprise

* Facebook: <https://www.facebook.com/NATO>
* Twitter: <https://www.twitter.com/NATO>
* Instagram: <https://www.instagram.com/NATO>
* LinkedIn: <https://www.linkedin.com/company/nato/>
* YouTube (NATO): <https://www.youtube.com/NATO>

## Leadership

* Secretary General (Twitter): [https://www.twitter.com/jensstoltenberg](https://www.twitter.com/JensStoltenberg)
* Secretary General (Facebook): <https://www.facebook.com/jensstoltenberg>
* Secretary General (Instagram) <https://www.instagram.com/jensstoltenberg>
* Spokesperson (Twitter): [https://www.twitter.com/NATOpress](https://www.twitter.com/NATOPress)
* Deputy Spokesperson (Twitter): <https://www.twitter.com/NATODepSpox>
* Assistant Secretary General PDD (Twitter): <https://twitter.com/NATObrazeb>
* Assistant Secretary General PDD (LinkedIn): <https://www.linkedin.com/in/baiba-braze-59b574176/>
* Deputy Assistant Secretary General PDD (Twitter): <https://www.twitter.com/NATORomeroC>
* Deputy Assistant Secretary General PDD (LinkedIn): <https://www.linkedin.com/in/carmen-romero-9a121959/>

## Co-hosts - Munich Security Conference

* Twitter: <https://twitter.com/MunSecConf>
* Facebook: <https://www.facebook.com/MunSecConf>
* Instagram: <https://www.instagram.com/munsecconf>
* LinkedIn: <https://www.linkedin.com/company/munsecconf/>