



## **NATO Public Forum | 28-29 June 2022**

### **Social Media Toolkit**

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

The NATO Public Forum will take place in Madrid on 28-29 June 2022, during the NATO Summit of Heads of State and Government. The event is co-organised by NATO, the Elcano Royal Institute, the German Marshall Fund of the United States, the Munich Security Conference and the Atlantic Council of the United States. The Forum will bring a selection of 200 in-person participants and has opened the registration for online audiences across the globe.

The event will include several conversations featuring Allied Heads of State and Government, Ministers and international experts from allied and partner countries. Discussions will revolve around the key themes of the NATO Summit in the perspective of the Alliance's Strategic Concept, to be approved in Madrid.

### **Web**

**Event website (English):** <https://www.realinstitutoelcano.org/en/nato-public-forum>

Event website (Spanish): <https://www.realinstitutoelcano.org/nato-public-forum>

Event platform: <https://bit.ly/NATOPublicForum>

NATO Summit landing page: <https://www.nato.int/madrid2022>

### **Hashtags**

Main hashtag: #NATOSummit

Thematic hashtags: #StrategicConcept, #WeAreNATO, #NATO

Hosts hashtag (Spanish language content): #MadridOTAN22

## 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/1I1ZucbTv3LaUqTZELtUARIX3f9HKRi0h?usp=sharing>
- Video teaser series:  
<https://drive.google.com/drive/folders/15oW5lk8gGjPioTo8laXdEky5vXk3aA6M?usp=sharing>
- Pictures and videos from the event:  
<https://drive.google.com/drive/folders/1LpQxISN4eXqTLmgs824g76EUmB8omxVJ?usp=sharing>

## Social media accounts

Please follow and amplify the social media accounts which 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 \(English\)](#), [Elcano YouTube \(Spanish\)](#) and on [NATO Engagement Facebook group](#).

We encourage online participants to register [through the event platform](#), in order to engage in the interactive sessions and participate in polls and Q&A sessions.

### 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="#">Assistant Secretary General PDD Twitter</a>	<a href="#">Telegram</a>

<a href="#">NATO News YouTube</a>	<a href="#">Deputy Assistant Secretary General PDD Twitter</a>	
<a href="#">NATO Flickr</a>	<a href="#">NATO Spokesperson Twitter</a>	
<a href="#">GIPHY</a>	<a href="#">NATO Spokesperson Instagram</a>	
	<a href="#">NATO Deputy Spokesperson Twitter</a>	

### Partners' Flagship Accounts

			
<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="#">Instagram</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>	<a href="#">LinkedIn</a>

### Other links and thematic content:

- We Are NATO playlist: [https://youtube.com/playlist?list=PL\\_vlwQEsZAbwkfjdEc6jLnXbcT3UzA2mu](https://youtube.com/playlist?list=PL_vlwQEsZAbwkfjdEc6jLnXbcT3UzA2mu)
- NATO Expert Series (includes disinformation, hybrid threats, cyber and resilience episodes): [https://youtube.com/playlist?list=PL\\_vlwQEsZAbxLmiL6hxp4mC1s7z5uzhkD](https://youtube.com/playlist?list=PL_vlwQEsZAbxLmiL6hxp4mC1s7z5uzhkD)
- Security implications of climate change: <https://youtu.be/s2IIQCqAIWo>
- Securing the skies over eastern Europe: <https://youtu.be/N5LzPQG2a2k>
- A new reality for our security: <https://youtu.be/6UZGgHDkqSY>
- NATO defence measure's in response to Russia's aggression: <https://youtu.be/q9T-HnUt6kA>

### Madrid visual opportunities in the context of the NATO Summit

NATO has been working with Spanish local and federal authorities on a number of visual moments to mark the Summit across the city's famous landmarks. You can find details below for these, which present a great opportunity for a virtual 'postcard' photo or video for your visiting delegations. If you do post content, tag @NATO and use #NATOSummit so we can look to amplify you. Please note, our Ally and hosts Spain, will be using the localised hashtag #MadridOTAN22 which we recommend including in such posts.

The following monuments will be illuminated in NATO blue on the nights (starting at sundown) of June 28, 29 and 30. There will also likely be NATO flags flying at Cibeles Fountain and possibly Neptune Fountain.

With any visits, please adhere to the local authority's guidance on COVID-19 restrictions where these are in place.

#### Cibeles Fountain

This famous landmark has been in place since 1782 and features Cybele, mother of the gods and Roman goddess of fertility, atop a chariot drawn by two lions. It is also the site where Real Madrid, team and fans alike, celebrates the team's victories. Location: Plaza de Cibeles, 28014 Madrid

#### Fountain of Neptune

Centrally located in the Paseo del Prado, the fountain features the god of the sea and draws fans of Atlético de Madrid who come out to pay tribute to the team. Location: Paseo del Prado, 28014, Madrid

#### Cibeles Palace

Known historically as the Communications Palace, it is now the Madrid Town Hall and the tower boasts 360-degree views of its namesake fountain, Calle Alcalá, and the beginning of the Gran Vía. Location: Palacio de Comunicaciones, 28014, Madrid

#### Puerta de Alcalá

Constructed in 1779, this five-arched neoclassical monument was once the main city entrance. It is older than the Brandenburg Gate or the Arc de Triomphe. Location: Plaza de la Independencia, Madrid

#### Street Banners

There will be more than 1000 banners along Paseo de Castellana (N. Ministerio-P. Castilla-Hospital La Paz) as well as near IFEMA where the Summit is taking place (Avenida Capital de España Madrid and Avenida de Partenón).

## Strategic Concept



In Madrid, leaders will endorse a new Strategic Concept, to drive NATO's continued transformation over the coming years. It will assess our changed security environment, and reaffirm our values, purpose, and tasks.

Hashtag: #StrategicConcept

Micro-site: <https://www.nato.int/strategic-concept/index.html>

Expert Series video: [https://youtu.be/Q\\_xq1LpdC94](https://youtu.be/Q_xq1LpdC94)

## Protect the Future Campaign



Protect the Future is an ongoing campaign to engage young people (18-24) across the Alliance to drive awareness and understanding of NATO. As part of this campaign, a number of influencers/creators from within Alliance countries will be attending aspects of the summit and creating social media content to report on their time there, all from a young person's perspective, as well as creating 'wrap up' content in the days afterwards. This is all permitted to be re-shared to your channels.

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.

Saskia (DE)

- [https://www.instagram.com/coffee\\_and\\_chemistry/](https://www.instagram.com/coffee_and_chemistry/)

Andras (HU)

- <https://www.instagram.com/andras.doktor/>
- <https://www.tiktok.com/@andras.doktor>

Ingus (LV)

- [https://www.instagram.com/ingus\\_r/](https://www.instagram.com/ingus_r/)
- <https://www.youtube.com/channel/UC0z91or00IFw5xK5PXTQzqw>

Sergio (ES)

- <https://www.instagram.com/sergiohiidalgo/>
- <https://twitter.com/sergiodhidaero>
- <https://www.tiktok.com/@sergiodhidaero>
- <https://www.youtube.com/c/SergioHidalgoAero/videos>

#### Jorge (ES)

- <https://www.youtube.com/c/FugaAstronautica/about>
- <https://www.instagram.com/fugastronautica/>
- <https://www.tiktok.com/@fugastronautica>
- <https://twitter.com/fugastronautica>

#### Ellie Hurer (UK)

- <https://www.instagram.com/myphdexperience/?hl=en>
- <https://twitter.com/myphdexperience>
- <https://www.tiktok.com/@ellie.science>

#### Isabella Signs (UK)

- <https://www.instagram.com/isabellasigns/>
- <https://www.tiktok.com/@isabellassign?lang=en>
- <https://www.facebook.com/isabellasigns/>

#### Alyssa (Nasablueberry) (US)

- <https://www.instagram.com/nasablueberry/>
- <https://twitter.com/NASABlueberry1>
- <https://www.tiktok.com/@nasablueberry1?lang=en>

#### Sierra (US)

- <https://www.instagram.com/sierra/>
- <https://twitter.com/sierraquitquit>

#### Ben Wheeler (US)

- <https://www.tiktok.com/@d1wheeler?lang=en>

## **Spanish language campaign**

Main hashtag: #MadridOTAN22

Thematic hashtags: #WeAreNATO

Coinciding with the Madrid Summit 2022 and the 40th anniversary of Spain's annexation to NATO, we are launching a parallel campaign for Spanish-speaking audiences. The aim of said campaign is to further inform and educate our youngest demographic (18-24 year olds) on what NATO is, what its functions are, and what benefits the military Alliance entails.

## **Contact**

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