

## GODAN SOCIAL MEDIA TOOLKIT

Worldwide, nearly 800 million people suffer from hunger and malnutrition – that's one in every nine people. The majority are women and children. GODAN, or Global Open Data for Agriculture and Nutrition initiative, was formed to support and encourage the proactive sharing of open data to make information about agriculture and nutrition available, accessible and usable for unrestricted use worldwide, to deal with the urgent challenge of ensuring world food security.

GODAN focuses on building high-level policy, and public and private institutional support, for open data. The initiative encourages collaboration and cooperation among existing agriculture and open data activities, and brings together stakeholders to solve long-standing global problems in food and nutritional security.

With Open Data, a mother in Malawi can choose the best seeds to sow in order to achieve a plentiful harvest to feed her hungry family; a commercial farmer in the United States has the right data to enrich his soil to produce more bountiful crops; the smallholder farmer in Tanzania will better understand and anticipate adverse weather conditions; the food manufacturer can produce healthier products; the nutritionist is able to offer better advice.

### Save the Date

At a ground-breaking public summit on 15th – 16th September, 2016 in New York, GODAN will convene world leaders, researchers, farmers, students and public, private and non-profit organisations, to showcase the impact of open data around the world.

The largest-ever event dedicated to open data and agriculture, the GODAN summit will take place on the margins of the UN General Assembly in New York in September. The aim will be to urge world leaders to open their national datasets on agriculture and nutrition to help bring hunger around the world to an end.

**Website:** <http://summit.godan.info>  
**Hashtag:** #GODANSummit2016

### Join the Revolution

**GODAN** has launched an Open Data Online Revolution in partnership with **Global Citizen** to pressure world leaders to open their data on agriculture and nutrition.

Members of civil society, end hunger campaigners, high profile personalities, the media and other supporters will sign an online petition to drive the importance of Open Data. The GODAN petition will then be hand-delivered to the leaders of 193 nations at the UN General Assembly in New York, in September, 2016. Each signature is a step closer to achieving 'Zero Hunger', which is the UN's Global Goal #2, to end poverty and tackle climate change and inequality by 2030. Results from the petition will be unveiled at the GODAN Summit 2016.

Farmers, agricultural organizations, researchers, policy makers, governments, and other private sector and civil society stakeholders should all be involved in building a food secure world. By signing the online petition, the public can also play a key part in achieving this.

**Petition:** <http://summit.godan.info/petition/>  
**Hashtag:** #GODANPetition

**Follow GODAN:**

- **Twitter:** [@godanSec](https://twitter.com/godanSec)
- **Facebook:** [/godansec](https://www.facebook.com/godansec)
- **LinkedIn:** [Godan Secretariat](https://www.linkedin.com/company/godan-secretariat)
- **Instagram:** [godansec](https://www.instagram.com/godansec)
- **Youtube:** [GODAN Secretariat](https://www.youtube.com/channel/UCGODANSecretariat)

**Follow our Partners:**

- **The Government of the United States of America** @USDA, @FeedtheFuture, @StateDeptGFS, @whitehouseOSTP
- **The Government of the United Kingdom** @DefraGovUK, @DFID\_UK,
- **The Government of Kenya** @MyGovKe
- **One Campaign** @ONECampaign
- **PUSH** @push2sign

**Spread the word on Open Data**

- Follow our Social Media channels for the latest news and progress.
- Share the petition for Open Data across your channels & encourage your followers to sign up.
- Use the primary hashtags #GODANSummit2016, #GODANPetition to generate awareness.
- Use secondary hashtags #food, #agriculture #opendata #nutrition
- Share posts and information from our partner organisations.

## Sample Content:

### Example Facebook posts

#### Formal Posts

- Nearly 800 million people struggle with hunger worldwide. We have the knowledge, the tools and the data to lower this figure to 0 – but this can only happen if everyone has equal access to data. Sign our petition to help make vital agricultural data open for everyone who needs it: <http://summit.godan.info/petition/>
- GODAN is an organisation dedicated to an open data revolution: making nutritional and agricultural information accessible to all. Find out more about the work we do and sign our petition to make this data available to those who need it most: <http://www.godan.info/>
- On September 15<sup>th</sup> & 16<sup>th</sup>, the GODAN Summit is taking place in New York. You will have the opportunity to share your agricultural and nutrition data to help show the impact of open data. Register now: <https://goo.gl/Nbx45l>

#### Informal Posts

- Have you signed the GODAN petition to make data on agriculture and nutrition free for all yet? <http://summit.godan.info/petition/>
- Did you know you can help to end world hunger? Yes, YOU! Signing this GODAN petition to make data open is the first step! <http://summit.godan.info/petition/>
- Calling all Global Citizens! We need to call on governments and the private sector to provide open data that can help to end world hunger! Make sure your voice is heard by signing the GODAN petition: <http://summit.godan.info/petition/>

### Example Tweets

#### Formal Tweets

- Access to #OpenData will help end #Hunger. But we need YOUR help. Sign the #GODANPetition <http://summit.godan.info/petition/>
- #ZeroHunger can be achieved if everyone has access to #OpenData. Sign the #GODANPetition: <http://summit.godan.info/petition/>
- Share your #Agriculture & #Nutrition data at the #GODANSummit2016 in September. Register today: <http://summit.godan.info/register> #OpenData
- Sign the #GODANPetition & make data free for farmers across the world: <http://summit.godan.info/petition/>

#OpenData helps #Agriculture & #Nutrition—it's the best chance at #ZeroHunger. Sign the #GODANPetition: <http://summit.godan.info/petition/>

## Informal Tweets

- We signed the #GODANPetition for #OpenData to #ZeroHunger – have you?  
<http://summit.godan.info/petition/>
- Register for the #GODANSummit2016 to support making data free and to #ZeroHunger! <http://summit.godan.info/register>
- [@godanSec](#) has just launched an AMAZING petition to #ZeroHunger by making data free! Sign here: <http://summit.godan.info/petition/>
- By supporting #OpenData, YOU can help END #WorldHunger! Sign the #GODANPetition: <http://summit.godan.info/petition/>
- #OpenData + #Agriculture = + #Food = #ZeroHunger! How do we get #OpenData? With YOUR name on #GODANPetition: <http://summit.godan.info/petition/>