



LESBIAN

GAY

BISEXUAL

TRANS

INTERSEX

STRAIGHT

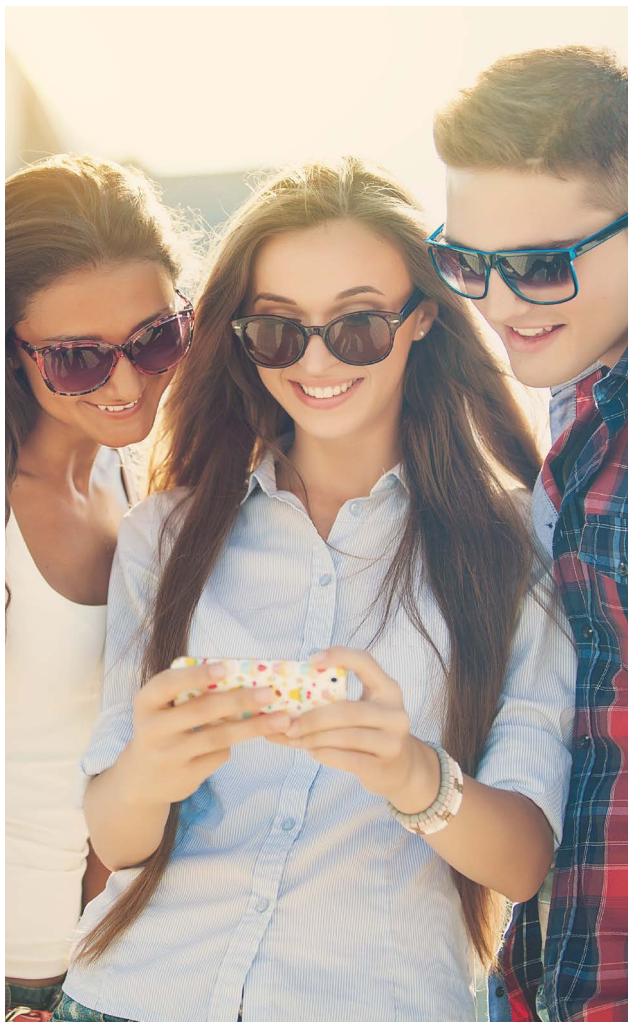
'WE ALL SHARE THE SAME DREAMS' AWARENESS RAISING CAMPAIGN

SOCIAL MEDIA TOOLKIT

[#ShareYourDream](#)

ec.europa.eu/lgbti

All materials and links under embargo until 5 August (12.00 Brussels Time).



The European Commission has started a campaign to raise awareness and increase the social acceptance of Lesbian, Gay, Bisexual, Transgender, Intersex (LGBTI) people. This is part of the Commission's "List of Actions to advance LGBTI equality" presented in December 2015.

We invite you take part in the 'We all Share the Same Dreams' social media campaign to lend your support to LGBTI people across Europe.

CAMPAIGN OBJECTIVES

The objectives of the campaign are:

- Increase the social acceptance of LGBTI people and help to combat and prevent discrimination;
- Promote positive messages about LGBTI equality and increase the number of 'straight allies' and multipliers in the promotion of LGBTI equality among the EU population;
- Increase visibility of how the European Commission is promoting the rights of LGBTI people.



CAMPAIGN PRODUCTS

This toolkit contains the links to a series of visuals for your use on social media that are under embargo until the 5 August (12.00 Brussels time). A **video** will also be released on the 5 August. The video will be published on the EU webpage where it is also possible to find more information on the campaign and where you will be able to download all products available.

The European Commission will start a countdown to the official release of the video on 29 July on DG JUSTICE social media channels. Please make sure to help us spread the word by retweeting and reposting these messages on your social media accounts!

EUROPRIDE 2016 IN AMSTERDAM

As part of the campaign the European Commission participates with its own boat to the EuroPride2016 Canal Parade.

CAMPAIGN HEADLINE & HASHTAGS

We all share the same dreams.

#ShareYourDream

#EU4LGBTI

CAMPAIGN MESSAGE

Experiences such as being bullied or attacked in the street for being who you are, sadly still remain part of everyday life for Lesbian, Gay, Bisexual, Trans, Intersex (LGBTI) citizens in Europe. 60% of EU citizens see discrimination based on sexual orientation & gender identity as widespread, while according to a 2012 survey by the EU Agency for Fundamental Rights, 47% of LGBTI people say they have been discriminated against over the last 12 months.

The European Commission wants to show Europe that all EU citizens are equal and that no matter whom we love or who we are, everybody shares the same dreams. This campaign provides an opportunity to reinforce anti-discrimination messages and ensure that LGBTI rights are respected.

*Source: 2015 Eurobarometer on discrimination and EU Fundamental Rights Agency LGBT Survey.
The acronym LGBTI stands for lesbian, gay, bisexual, trans and intersex.*



FOUR WAYS YOU CAN SUPPORT THE CAMPAIGN

- 1. Share the video**
- 2. Follow us on social media**
- 3. Publish on social media**
- 4. Publish in a newsletter
(e.g. newsletter or news
items on your website)**



FOUR WAYS YOU CAN SUPPORT THE CAMPAIGN

SHARE THE VIDEO

We will host the video on the EU Justice YouTube channel for you to embed in websites, blog posts and social media channels. You can copy the embed code from YouTube.

Available here in:

[English](#)

[Bulgarian](#), [Croatian](#), [Czech](#), [Estonian](#), [Greek](#),
[Hungarian](#), [Italian](#), [Latvian](#), [Lithuanian](#), [Polish](#),
[Romanian](#), [Slovak](#), [Slovenian](#)

LESBIAN

GAY

BISEXUAL

TRANS

INTERSEX

STRAIGHT

I Dream of...

FOUR WAYS YOU CAN SUPPORT THE CAMPAIGN

FOLLOW US ON SOCIAL MEDIA

We will be using the below online communication channels throughout the campaign. Please feel free to share content from these channels.

Channel	Link
Web	ec.europa.eu/lgbti
Facebook EU Justice and Consumers Facebook page	facebook.com/EUJustice
Twitter EU JUSTICE Twitter account	@EU_Justice
Twitter Vera Jourova, Commissioner for @EU_JUSTICE Consumers and Gender Equality @EU_Commission	@VeraJourova
YouTube	youtube.com/user/EUJustice

Please always use the #ShareYourDream and/or #EU4LGBTI campaign hashtag.



FOUR WAYS YOU CAN SUPPORT THE CAMPAIGN

PUBLISH ON SOCIAL MEDIA

We have prepared some ready-made posts for you to publish on your online channels. Feel free to use these or adapt them to suit your own audience. **Please always use the #ShareYourDream and/or #EU4LGBTI campaign hashtags.**



SUGGESTED TWEETS

Image



Post text

#ShareYourDream @EU_Commission launches LGBTI equality campaign. Learn more <http://ec.europa.eu/lgbti>

Date for publication

Anytime after 5 August 12pm

Image



Post text

The @EU_Commission is standing against discrimination and hate. Get involved! #ShareYourDream <https://youtu.be/d2DQ2rQzvkW>

Date for publication

Anytime after 5 August 12pm

Image



Post text

We all share the same dreams, to be valued, loved & respected. Join #EU4LGBTI & #ShareYourDream <http://ec.europa.eu/lgbti>

Date for publication

Anytime after 5 August 12pm

SUGGESTED TWEETS

Image



Post text

Learn more about the @EU_Commission commitment to advance #LGBTI equality. #ShareYourDream <http://ec.europa.eu/lgbti>

Date for publication

Anytime after 5 August 12pm

Image



Post text

71% of EU citizens support equal rights for LGBTI people. Join the #ShareYourDream campaign to show your support. <http://ec.europa.eu/lgbti>

Date for publication

Anytime after 5 August 12pm

ACCOMPANYING IMAGES AND TRANSLATED MATERIALS

Available as from 29/07

[English](#)

[Bulgarian](#), [Croatian](#), [Czech](#), [Estonian](#), [Greek](#), [Hungarian](#), [Italian](#), [Latvian](#), [Lithuanian](#), [Polish](#), [Romanian](#), [Slovak](#), [Slovenian](#)

Available as from 01/08

[Danish](#), [Dutch](#), [Finnish](#), [French](#), [German](#), [Maltese](#), [Portuguese](#), [Spanish](#), [Swedish](#)

SUGGESTED FACEBOOK POSTS

Image



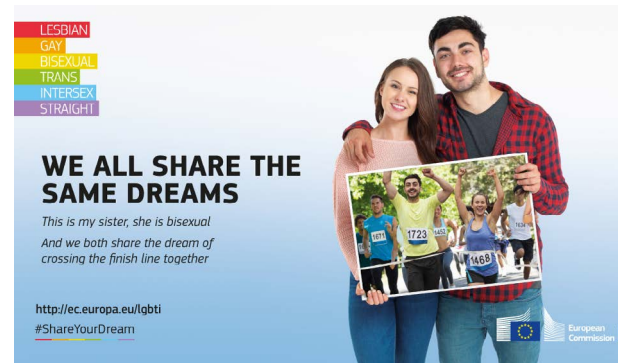
Post text

Discrimination should have no place in the EU. Learn more about what the European Commission is doing to promote LGBTI equality throughout Europe. #ShareYourDream <http://ec.europa.eu/lgbti>

Date for publication

Anytime after 5 August 12pm

Image



Post text

Get involved with the European Commission campaign to promote LGBTI equality and #ShareYourDream <http://ec.europa.eu/lgbti>

Date for publication

Anytime after 5 August 12pm

Image



Post text

The things we share can bring us together. Show your support for LGBTI equality and #ShareYourDream with us! <http://ec.europa.eu/lgbti>

Date for publication

Anytime after 5 August 12pm

SUGGESTED FACEBOOK POSTS

Image



Post text

60% of EU citizens see discrimination based on sexual orientation and gender identity as widespread. Help change this statistic and #ShareYourDream
<http://ec.europa.eu/lgbti>

Date for publication

Anytime after 5 August 12pm

Image



Post text

Experiences such as being bullied or attacked in the street for being who you are, sadly still remain part of everyday life for LGBTI citizens in Europe. Together we can prevent LGBTI discrimination. Join us and #ShareYourDream
<https://youtu.be/d2DQ2rQzvkw>

Date for publication

Anytime after 5 August 12pm

ACCOMPANYING IMAGES AND TRANSLATED MATERIALS

Available as from 29/07

[English](#)

[Bulgarian](#), [Croatian](#), [Czech](#), [Estonian](#), [Greek](#), [Hungarian](#), [Italian](#), [Latvian](#), [Lithuanian](#), [Polish](#), [Romanian](#), [Slovak](#), [Slovenian](#)

Available as from 01/08

[Danish](#), [Dutch](#), [Finnish](#), [French](#), [German](#), [Maltese](#), [Portuguese](#), [Spanish](#), [Swedish](#)

FOUR WAYS YOU CAN SUPPORT THE CAMPAIGN

PUBLISH IN A NEWSLETTER

(e.g. newsletter or news items on your website)

Experiences such as being bullied or attacked in the street for being who you are, sadly still remain part of everyday life for LGBTI citizens in Europe. The 2015 Eurobarometer on discrimination shows that 60% of EU citizens see discrimination based on sexual orientation and gender identity as widespread. At the same time, 71% of respondents support equal rights for LGBTI people.

The Commission is committed to defending and promoting values of equality, tolerance and respect for each other. These are the values upon which the European Union is founded. To tackle discrimination against LGBTI people in the EU the Commission has put forward the 'List of actions to advance LGBTI equality'. The Council of the European Union has adopted Council Conclusions on LGBTI Equality for the first time in June 2016, supporting the Commission activities in this area.

As part of the List of actions, the European Commission is raising awareness of the issue through its #ShareYourDream campaign. The campaign concept is built around the idea that no matter who you love or who you are, we all share the same dreams. Whether it's spending more time with loved ones, or making a difference in the world, the things we share can bring us together.

The concept of the campaign is the theme of the European Commission's boat at the EuroPride 2016 Canal Parade in Amsterdam on the 6 August.

Join us and get involved and #ShareYourDream.
For more information about the EU campaign, please visit ec.europa.eu/lgbti

Note:

Please inform us about any planned posts you have for Facebook, Twitter etc. that use campaign content so that we can ensure replication on the European Commission's account where appropriate.





EUROPEAN COMMISSION

Directorate General for Justice and Consumers

Contact: Wester MEIJDAM

Wester.MEIJDAM@ec.europa.eu

Leonardo DI FILIPPO

Leonardo.DI-FILIPPO@ec.europa.eu

#ShareYourDream

ec.europa.eu/lgbti