



SisterCities
INTERNATIONAL

International Day of Friendship

2015 Digital Toolkit

Connect globally. Thrive Locally.

#FriendshipDay



Share stories about your international friends!

#FriendshipDay



@SisterCitiesInt



Sister Cities International



@SisterCitiesInt

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The Concept

#FriendshipDay

Sister Cities International fosters people-to-people relationships around the globe. With your help, we can promote peace through mutual respect, understanding, and cooperation — one individual, one community at a time – even further.

The United Nations International Day of Friendship is Thursday, July 30 and we want your sister city program to get involved!

We encourage you and your sister city program to celebrate the international friendships you have made over the past 60 years and share them with us.

Visit www.un.org/en/events/friendshipday for more information.

Facebook: [Sister Cities International](https://www.facebook.com/SisterCitiesInternational) | Twitter: [@SisterCitiesInt](https://twitter.com/SisterCitiesInt) | Instagram: [@SisterCitiesInt](https://www.instagram.com/SisterCitiesInt)

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Ways to get involved:

Tweet about friends you've made through your sister city partnerships using [#FriendshipDay](#) and tag [@SisterCitiesInt](#).

Post a photo of you and a friend you met through your sister city partnerships to Instagram and/or Facebook using [#FriendshipDay](#). Be sure to tag Sister Cities International in your photo!

Write a blog entry about friends you've made through your sister city partnership. Send your story to communications@sistercities.org to have it posted to the Sister Cities Exchange blog.

Start now! Leading up to International Friendship Day, we will share your stories to promote the incredible connections that sister city programs cultivate.

Questions? Email communications@sistercities.org.

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Example Posts

Tweets

Two years ago I visited my [#SisterCity](#) [#Paris](#) and met my [#friend](#) [@MLee](#)! [@SisterCitiesInt](#) [#FriendshipDay](#)

[.@SisterCitiesInt](#) helped me meet my [#international](#) friend [@MLee](#) in [#Mexico](#)! [@SisterCitiesInt](#) [#FriendshipDay](#)

Instagram Post

Here's my [#international](#) friend! I met her at the [@SisterCitiesInt](#) Conference in Atlanta! [#FriendshipDay](#) [#SisterCities](#)



Facebook Post

I'm excited that Sister Cities International provided me with the opportunity to participate in an exchange program with my sister city abroad! I met my friend [\[MLee\]](#) during my trip to Plock, Poland! Here's a picture of us with her family together! Follow [#FriendshipDay](#) to see other stories! www.sistercities.org



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Thank you!

Questions?

Email us!

communications@sistercities.org

Anastasia: adellaccio@sistercities.org

Zoe: zgenova@sistercities.org

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