

RECOVER BETTER.

Social Media Challenge: Recover Better – Stand up for human rights

Human Rights Day 2020



Human Rights Day

This theme of Human Rights Day (HRD) this year is “Recover Better – Stand up for human rights”. It emphasizes the need to place human rights at the very heart of the efforts to re-build a more inclusive, resilient, and sustainable future - the world we want.

Social Media Challenge

On human rights day, OHCHR is launching a global social media challenge, asking to spread the word on the need to recover better by placing human rights at the heart of the recovery efforts.

Launched on 1 December by Michelle Bachelet, the UN High Commissioner for Human Rights, we hope thousands of people will complete the challenge across the globe to help promote human rights, including high profile influencers from the cultural, civil society, political and business worlds to ensure a wide reach of our message.

How you can participate

To participate is simple: from 1 December onwards, post a photograph of yourself holding a sign that says “Recover better - Stand Up for Human Rights” and share this photograph on Instagram, Facebook, and Twitter, encouraging your social media following to join you and possibly nominating three other individuals to take the challenge.

The base caption for the photo is:

“We must learn the lessons of the pandemic and place human rights at the heart of COVID-19 recovery efforts. #StandUp4HumanRights with me and @unitednationshumanrights. I nominate @example1, @example2, and @example3 to join in this challenge, and invite you all to do the same. #RecoverBetter #StandUp4HumanRights”

You may tag whichever other social media presences you would like and have creative room to express any additional views you would like to share. These additional views to be added to the caption must be shared with and approved by our office before posting.

If you would like to take this challenge in one of the other UN languages, the official translations for “Recover Better” and “Stand up for Human Rights” are:

Recover Better.	重建得更好。	Reconstruir para mejorar.	إعادة البناء بشكل أفضل	Reconstruire en mieux.	восстановить лучше, чем было.
Stand up for Human Rights	挺身维护人权	Defendamos los derechos humanos	قوموا ودافعوا عن حقوق الإنسان	Défendons les droits de l’homme	Боремся за права человека

Join forces with UN Human Rights

We hope to join forces with you to #RecoverBetter and put human rights at the very heart of COVID-19 recovery efforts to re-build a more inclusive, resilient and sustainable future.

ⁱ This caption is for Instagram and Facebook, for twitter please use the handle @UNHumanRights when tagging us.