



MIL MINUTOS CAMPAIGN TOOLKIT

Today is the official launch of the **#MilMinutos** campaign for 1,000 victims since the signing of the Peace Agreement. Colombia needs your support to end political violence! We are asking all our allies worldwide to follow us on social media, share our videos, comment, and upload a supporting video on their Facebook, Twitter, and Instagram accounts.

The video will be your message about the murder of social leaders and your request that the Inter-American Commission on Human Rights be invited to Colombia.

Here are instructions on how to help...

Facebook:

Go to our Facebook page <https://www.facebook.com/TuMuevesColombia/> click the “Like” button, invite your friends to do the same, share some of your favourite videos, and comment!

Upload your video with the hashtag #MilMinutos, tag [@TuMueves Colombia](#) (the page should appear automatically when you begin to type its name, if you have already “liked it”).

Example of texts for Facebook:

1. Today is the official launch of the #MilMinutos campaign for more than one thousand union leaders murdered in Colombia since the signing of the Peace Agreement in 2016. From every corner of the world, social, union and political leaders are sending a minute of solidarity and asking that [@CIDH.OEA](#) be invited to Colombia to end the violence. Follow us! <https://www.facebook.com/TuMuevesColombia/>
2. *Our union supports the #MilMinutos campaign for all our brothers and sisters who have been silenced and are no longer with us [@TuMuevesColombia](#) [@uniamericasunion](#)*
3. *Tell the world what is happening in Colombia! #MilMinutos for more than 1000 murdered social and union victims, because [@TuMuevesCol](#) [@uniamericas](#)*
4. *Our union supports the #MilMinutos campaign for all our brothers and sisters who have been silenced and are no longer with us [@TuMuevesColombia](#) [@uniamericasunion](#)*

Twitter:

1. If you don't have a Twitter account, here's how to create one: <https://help.twitter.com/es/create-twitter-account>
2. Go to our account [@TuMuevesCol](#) (<https://twitter.com/TuMuevesCol>), follow us, and retweet our tweets.
3. Tweet your one-minute video with the hashtag #MilMinutos on your Twitter account. Tag pages [@TuMuevesCol](#) [@uniamericas](#)

Examples of tweets:

1. Today is the official launch of the #MilMinutos campaign for more than one thousand union leaders murdered in Colombia since the signing of the Peace Agreement in 2016 [@TuMuevesCol](#) [@uniamericas](#)
2. Tell the world what is happening in Colombia! #MilMinutos for more than 1,000 murdered social and union victims, because [@TuMuevesCol](#) [@uniamericas](#)
3. From every corner of the world, social, union and political leaders are sending a minute of solidarity, and asking that the Inter-American Commission on Human Rights be invited to Colombia to end the violence. Follow us! [@TuMuevesCol](#) [@uniamericas](#)
4. Our union supports the #MilMinutos campaign for all our brothers and sisters who have been silenced and are no longer with us [@TuMuevesCol](#) [@uniamericas](#)

Find us also on Instagram : If your video lasts more than one minute, post it to your account. If it is shorter, share it to your story. This is how you do it:

1. Go to our account [@TuMuevesCol](#), <https://www.instagram.com/tumuevescolombia/>, follow us, and share our videos to your "story".
2. Upload your video with the hashtag **#MilMinutos**
3. If you want to share a permanent [@TuMuevesColombia](#) video on your Instagram, download the "repost" plugin: <https://play.google.com/store/apps/details?id=com.redcactus.repost&hl=es&gl=US>

Examples of texts to go with your video:

1. Today is the official launch of the #MilMinutos campaign for more than one thousand union leaders murdered in Colombia since the signing of the Peace Agreement in 2016 [@TuMuevesColombia](#)
2. | Tell the world what is happening in Colombia! #MilMinutos for more than 1000 murdered social and union victims, because [@TuMuevesColombia](#)
3. Today is the official launch of the #MilMinutos campaign for more than one thousand union leaders murdered in Colombia since the signing of the Peace Agreement in 2016 [@TuMuevesColombia](#)
4. From every corner of the world, social, union and political leaders are sending a minute of solidarity, and asking that the Inter-American Commission on Human Rights be invited to Colombia to end the violence. Follow us! [@TuMuevesColombia](#)
5. Our union supports the #MilMinutos campaign for all our brothers and sisters who have been silenced and are no longer with us [@TuMuevesColombia](#)

You can also share our videos to your stories!

Remember that you can write your own message and post it to all social networks, but always include: *#MilMinutos @TuMuevesCol @uniamericas*.