PES online action European Pillar of Social Rights

WHY:

The European Pillar of Social Rights provides a first step to push for a Europe which places social rights above economic freedoms. A Social Action Plan has to put the principles into action. We have to be active now to ensure the Pillar's speedy proclamation and the realisation of a Social Action Plan.

In order to show our support we would like to invite you to mobilise for a short but important online campaign.
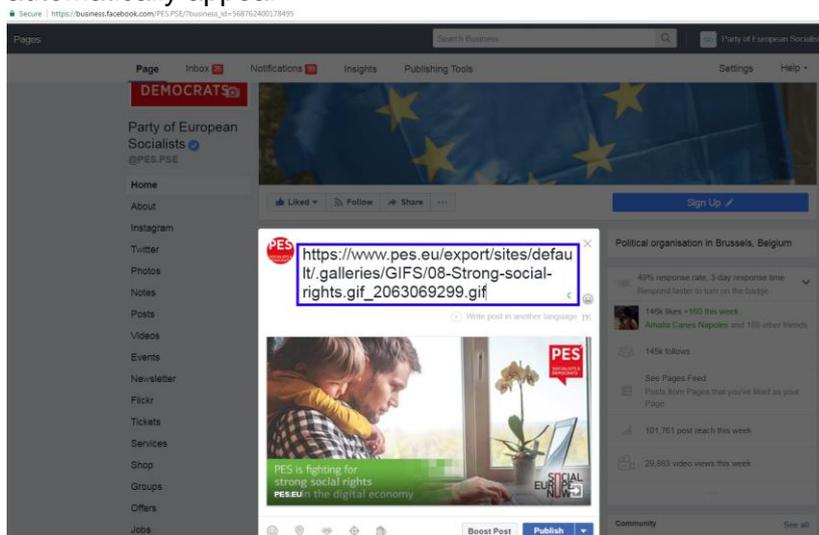
WHAT:

All you need to do is to post on Facebook and Twitter the ready – to – use PES set of visuals and slogans as outlined below.

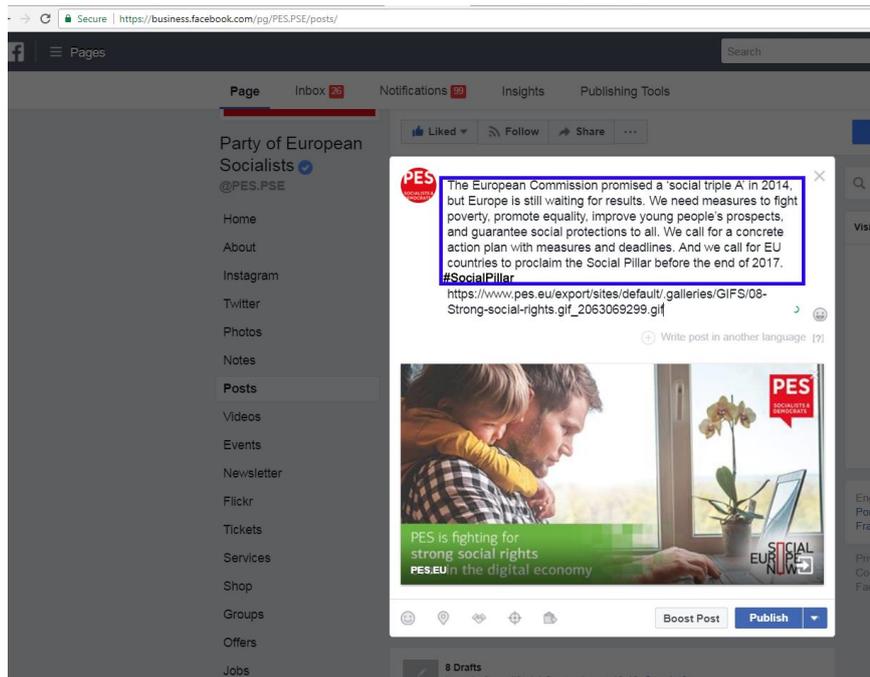**WHEN:** between 5th and 11th October around the international day for Decent work

Thank you for your support! It is only together that we can effectively push for a social turn in Europe.
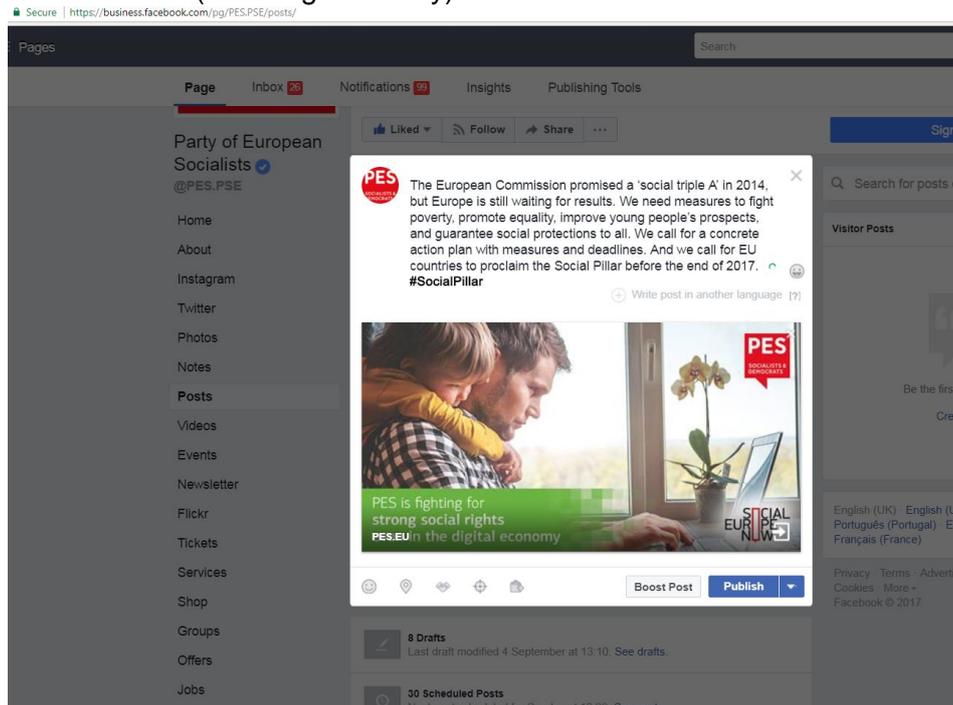
On Facebook

- In the week of 6-11 October, post one or more of the eight gifs we have prepared with the corresponding text in your language in this page. In order to post the gif on Facebook correctly:
  1. Copy-paste the link of the gif into your Facebook status and an image will automatically appear

2. Above the link, copy-paste the text which is provided in your native language and add #SocialPillar below

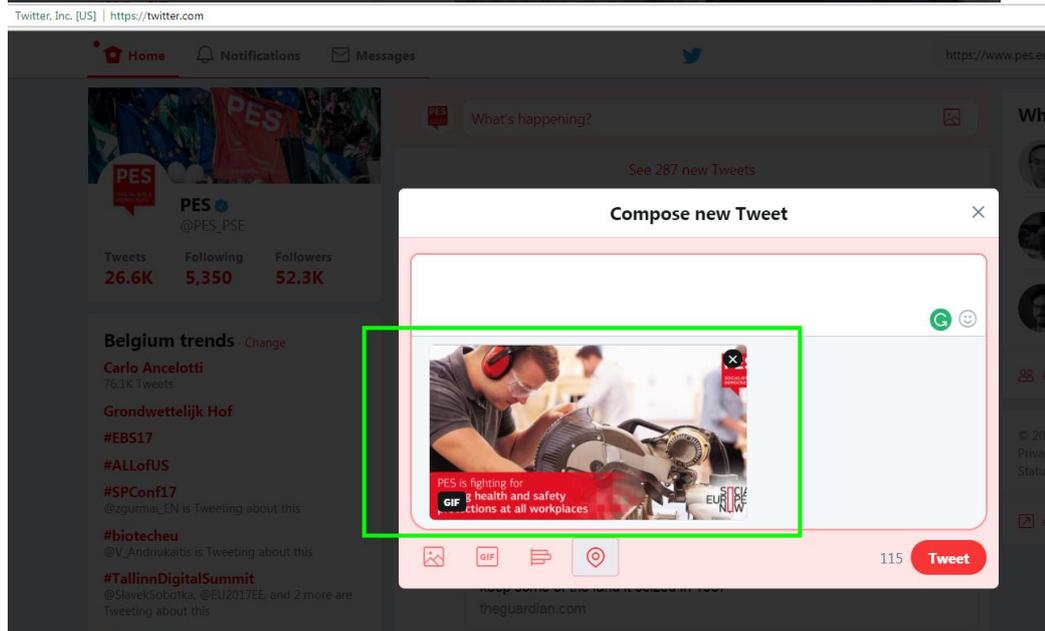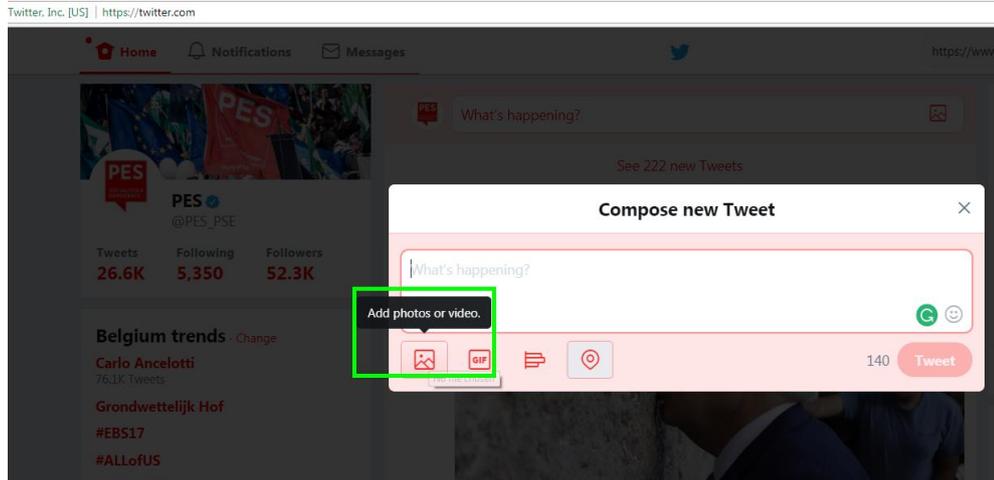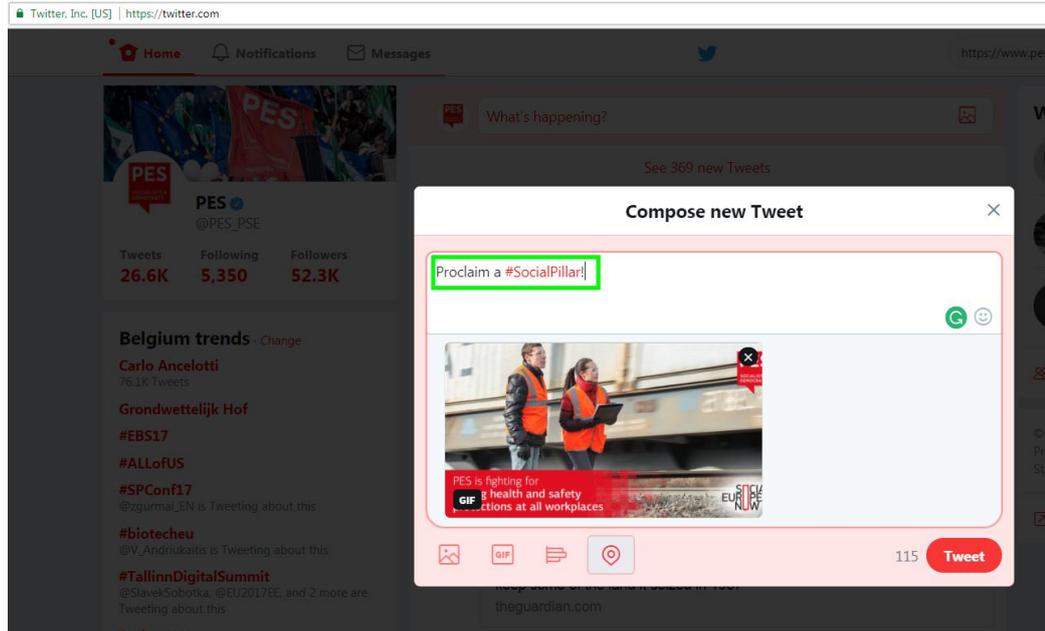
3. Erase the link (the image will stay)

4. Publish it

On Twitter

- Every time you speak about the Social dimension of the EU, please use the following hashtag: **#SocialPillar**

- In the week of 6-11 October, tweet one more of the eight gifs we have prepared in this page with the following text: "Proclaim a #SocialPillar!". In order to do so:
  1. First go to this page https://www.pes.eu/en/policies/employment-social/social-pillar-campaign/ and download the gifs from the PES website into your computer (instructions available on the page)
  2. Once you have all the gifs saved, go to twitter, select the option "photo" and insert the gif; an image will automatically appear – see below

3. Add the text "Proclaim a #SocialPillar!"

4. Publish