

# #WRITE4RIGHTS 2024 @AMNESTY SOCIAL MEDIA MESSAGING

## KEY DATES:

**Global Launch:** 25 November 2024

**Human Rights Day:** 10 December 2024

## ASSETS:

- X9 Single graphics
- X9 IAR carousels
- X1 IAR carousel Canva template (please refer to the DIY carousel guide shared earlier)
- X9 IAR videos
- X5 IAR infographics (TBC)
- X1 Generic graphic
- X1 Generic carousel

## HASHTAGS: #W4R24 and/or #Write4Rights

Please note that it has been confirmed that the following IAR cases have been included within the Protect the Protest umbrella.

This means that any future communications about them with supporters/public can reference Protect the Protest in image and/or text, for example, including the #ProtectTheProtest hashtag in social media posts, or adding the Protect the Protest icon to a graphic.

Please note, this will be secondary to the narrative and visual identity of the pre-approved W4Rs outputs.

**Joel Paredes**, Argentina

**Kyung Seok Park**, Republic of Korea

**Maryia Kalesnikava**, Belarus

**Neth Nahara**, Angola

It is important to note that NO other IAR cases featured in the campaign should feature any reference to Protect the Protest, even if their situations seem like they would fit the narrative.

## GENERAL WRITE FOR RIGHTS MESSAGING

1:

For over 20 years, millions of people, just like you, have helped change lives. Taking just a little bit of time to write a letter, sign a petition or send a tweet has made a world of difference to the people we support through our annual #WriteForRights campaign.

You have the power to change lives. Join us again for #W4R24.

2:

Think you can't make a difference?

You already have: in 2023, hundreds of thousands of people, just like you, helped change the lives of people whose human rights had been stripped from them. When we all act together, we have the power to change lives.

Join us again for #W4R24.

3:

In 2001, a group of activists in Poland held a 24-hour letter-writing marathon, writing letters day and night on behalf of people whose rights had been wronged. Twenty-three years later, that campaigning spirit continues with #W4R24.

4:

Q) What does 20+ years of taking action around the world look like?

A) #Write4Rights.

Join us!

5:

From 2,326 letters in 2001 to 5.8 million letters, tweets and petition signatures in 2022, #Write4Rights supporters have used the power of their voice to help others. Together, they've helped transform the lives of more than 100 people, freeing them from torture, harassment or unjust imprisonment.

Join us again for #W4R24.

6:

Writing a letter, sending a tweet, signing a petition. Can you make a difference with something so simple? Yes, you can. When we all act together, we have the power to change lives. Join us again for #W4R24.

7:

We're back with another year of #WriteForRights!

Join us again for #W4R24, the world's biggest human rights event, in which hundreds of thousands of people around the world come together to protect the rights of others.

8:

Every year we demand change.  
Every year we deliver change.  
Every year we #Write4Rights.

Join us again for #W4R24.

9:

- Challenge injustice
- Inspire social change
- Protect the protest
- Write for rights

10:

Think you can't make a difference?

You already have: following your participation in #WriteForRights, a human rights defender has been acquitted in Kyrgyzstan, a Russian artist imprisoned for protesting against Russia's invasion of Ukraine has been pardoned, and a Rohingya student trapped in a refugee camp in Bangladesh is now studying at New York University! When we all act together, we have the power to change lives.

Join us again for #W4R24.

## W4R24 INDIVIDUALS RELATED CAPTIONS

### **Neth Nahara – Angola**

#### **Short messaging:**

Option 1

TikToker Neth Nahara has been sentenced to two years in prison for criticizing the government in Angola. No one should be jailed for speaking truth to power. Join Write for Rights and help free Neth. Your words can change lives! #W4R24 #ProtectTheProtest

Option 2

Angolan TikToker Neth Nahara has been sentenced to two years in prison. Her crime? Criticizing the president on TikTok.

No one should be jailed for speaking truth to power.  
Join #W4R24 and help free Neth. Your words can change lives. #ProtectTheProtest

### **Long messaging**

On 12 August 2023 Neth Nahara went live on TikTok and openly criticized the Angolan President João Lourenço. The following day Neth was arrested at her home, tried, convicted and sentenced to six months in prison, which was then increased to two years only a month later.

The Angolan authorities are using a controversial new law to silence critical voices which makes “insulting” the president a crime. Neth is not a criminal; she just wants a better life for Angolans, including her two young children.

Join #WriteForRights and help free Neth.

#W4R24 #ProtectTheProtest

### **Joel Paredes – Argentina**

#### **Short messaging:**

Option 1

Joel Paredes was blinded in one eye by a rubber bullet when the police recklessly fired into a crowd during a peaceful protest in Jujuy province, Argentina. No one has been held accountable. Help get justice for Joel. #ProtectTheProtest #W4R24

Option 2

When Argentinian police recklessly fired into a crowd during a peaceful protest in Jujuy province, it left Joel Paredes with permanent blindness in one eye.

Peaceful protest is NOT a crime. We must #ProtectTheProtest.

Join #W4R24 and get justice for Joel.

#### **Long messaging:**

Meet Joel Paredes, a father of two from a small town in Jujuy province, Argentina. Fearing for the future of his family and their land, Joel joined hundreds of peaceful protestors opposing the local government’s changes to the local constitution. These changes were approved without consultation with Indigenous peoples or the wider population.

In the early hours of the morning on 1 July 2023, as Joel played music with his band at a protest in Humahuaca square, the police began to recklessly fire rubber bullets into the crowd.

Joel was hit in his right eye.

Joel is now permanently blind in his right eye and experiences debilitating nerve pain daily. No one has been held accountable.

Peaceful protest is NOT a crime. Demand justice for Joel. Join #W4R24 today.  
#ProtectTheProtest

**Quote:**

*“We went to defend our land and our right to a dignified present and future, and we were brutally repressed.”*

Joel Paredes was blinded in his right eye by a rubber bullet when police recklessly fired into a crowd during a peaceful protest in Argentina.

Protesting is not a crime. Help us #ProtectTheProtest. Join #WriteForRights and demand justice for Joel. #W4R24

**Wet’suwet’en Nation land defenders – Canada**

**Short messaging:**

Wet’suwet’en Nation land defenders are being criminalized for peacefully defending their territory against the construction of a fossil fuel pipeline. Protecting your ancestral lands is not a crime.

Join #WriteForRights and call on Canada to stop criminalizing Wet’suwet’en land defenders. #W4R24

**Long messaging:**

The Wet’suwet’en Nation are deeply connected to their ancestral lands, but their way of life is being threatened by the construction of a fossil fuel pipeline through their territory. Wet’suwet’en Hereditary Chiefs did not give their consent to the project.

Committed to protecting their ancestral lands and everyone’s right to a clean, healthy and sustainable environment, land defenders took peaceful action to stop the pipeline construction.

But they have been met with intimidation, harassment and criminalization. Some could face time in prison and a criminal record.

Join #WriteForRights and call on the Canadian authorities to stop criminalizing Wet’suwet’en land defenders. Protecting your ancestral lands is NOT a crime. #W4R24

**Quote:**

“Our medicines, our berries, our food, the animals, our water, our culture, are all here since time immemorial. We are obligated to protect our ways of life for our babies unborn.”

Wet’suwet’en Nation land defenders are being criminalized for peacefully defending their territory against the construction of a fossil fuel pipeline. Protecting your ancestral lands is NOT a crime.

Join #WriteForRights and call on Canada to stop criminalizing Wet’suwet’en land defenders. #W4R24

### **Kyung Seok Park**

#### **Short messaging:**

Kyung Seok Park faces police abuse, smear campaigns and legal action for his peaceful protests highlighting the daily challenges faced by people with disabilities in Seoul.

Call on the mayor of Seoul to protect Kyung Seok Park’s rights. #W4R24 #ProtectTheProtest

#### **Long messaging:**

Meet Kyung Seok Park, disability rights activist in Seoul. After developing paraplegia following an accident, Kyung Seok discovered how unacceptably difficult and even dangerous daily life is in South Korea for people with disabilities. Since 2001 Kyung Seok has been holding peaceful protests with other activists on Seoul’s public transport systems.

The protests highlight how hard it is for people with disabilities to access public transport safely – denying them the ability to travel to work, school, or live independently.

Their activism has been met with police abuse, public smear campaigns and punitive litigation.

Join #WriteForRights and call on the mayor of Seoul to protect Kyung Seok Park’s right to peaceful assembly. Protest is not a crime, and disability rights are human rights. #ProtectTheProtest

### **Dang Dinh Bach**

#### **Short messaging:**

In a bid to silence environmental justice lawyer Dang Dinh Bach, the Vietnamese authorities have jailed Bach for alleged tax evasion. He was sentenced to five years in prison for a crime he did not commit.

Demand Viet Nam immediately release Dang Dinh Bach. #W4R24

### **Long messaging:**

Environmental justice lawyer Dang Dinh Bach has dedicated his life to protecting people in Viet Nam from pollution and the impacts of climate change. In June 2021 Bach was arrested. His newborn son was just two weeks old.

He was jailed for alleged tax evasion, a tactic often used by the Vietnamese authorities to silence environmental activists, and was sentenced to five years in prison for a crime he did not commit.

He has not seen his son since.

Join #WriteForRights and demand Viet Nam immediately release Dang Dinh Bach. #W4R24

### **Şebnem Korur Fincancı – Türkiye**

#### **Short messaging:**

Forensic medicine expert and human rights defender Professor Şebnem Korur Fincancı has been subjected to baseless criminal investigations by the Turkish authorities, who are trying to silence her. Defending human rights is NOT a crime.

Join #WriteForRights and demand the Turkish authorities stop their harassment of Şebnem. #W4R24

#### **Long messaging:**

Meet Professor Şebnem Korur Fincancı, an internationally renowned forensic medicine expert in Türkiye. She contributed to the development of a UN protocol on the investigation of torture, and a World Health Organization handbook on sexual violence.

Şebnem has been harassed for years by the Turkish authorities because of her human rights work. In January 2023 she was convicted after she called for an independent investigation into the Turkish military's alleged use of chemical weapons in Iraq. She could go to prison for almost two years if her appeal fails. She faces another four ongoing criminal prosecutions.

Join #WriteForRights and demand the Turkish authorities stop their harassment of Şebnem. #W4R24

#### **Quote:**

“This is an attempt to criminalize and punish freedom of expression and solidarity – we do not accept it. We continue our struggle.”

Forensic medicine expert and human rights defender Professor Şebnem Korur Fincancı has been subjected to baseless criminal investigations by the Turkish authorities, who are trying to silence her.

Join #WriteForRights and demand the Turkish authorities stop their harassment of Şebnem.  
#W4R24

### **Maryia Kalesnikava – Belarus**

#### **Short messaging:**

Political activist and musician Maryia Kalesnikava has been abducted and jailed in Belarus for demanding change.

Speaking out is NOT a crime. Freedom of expression is a human right. Join #WriteForRights and demand Maryia's immediate release. #W4R24 #ProtectTheProtest

#### **Long messaging:**

Ahead of the 2020 presidential election, political activist Maryia Kalesnikava mobilized people to demand a new future for Belarus.

Maryia joined in peaceful protests, confronting abusive police officers and making a heart-shaped symbol with her hands in front of riot police.

On 7 September 2020, Maryia was abducted by the Belarus authorities and taken to the border where she was pressured to leave the country. Resisting deportation, she was arrested and later sentenced to 11 years in prison on false charges. Maryia's family haven't heard from her for more than a year.

Join #WriteForRights and demand Maryia's immediate release. #W4R24 #ProtectTheProtest

#### **Quote:**

"This is not a struggle for power, this is a struggle for human dignity."

Maryia Kalesnikava, a musician and political activist, has been abducted and jailed in Belarus for demanding change.

Speaking out is NOT a crime. Freedom of expression is a human right. Join #WriteForRights and call on the Belarus authorities to free Maryia. #W4R24 #ProtecttheProtest

### **Manahel al-Otaibi – Saudi Arabia**

#### **Short messaging:**

Fitness instructor Manahel al-Otaibi has been jailed for championing women's rights in Saudi Arabia.

Freedom of expression is a human right. Join #WriteForRights and demand Manahel's immediate release. #W4R24

#### **Long messaging:**



Meet Manahel al-Otaibi, a fitness instructor and a brave outspoken advocate for women's rights in Saudi Arabia.

In November 2022, she was arrested after posting to Snapchat photos of herself at a shopping mall. In the photos, she was not wearing the abaya, a traditional long-sleeved loose robe. Manahel has been sentenced to 11 years in prison.

Manahel has told her family she was beaten by another prisoner and then placed in solitary confinement. Her family and friends are very worried.

Join #WriteForRights and call on the Saudi Arabian government to free Manahel. #W4R24

### **Qqba Hashad – Egypt**

#### **Short messaging:**

Egyptian student Qqba Hashad has been unjustly detained for over five years for his brother's activism.

Tortured and denied proper medical care, Qqba's physical and mental health is gravely deteriorating.

He should never have been detained. Join #WriteForRights and call on the Egyptian authorities to free Qqba. #W4R24

#### **Long messaging:**

Twenty-seven-year-old student Qqba Hashad has been held in pretrial detention in Egypt since May 2019, solely in retaliation for his brother Amr's human rights activism.

Qqba was forcibly disappeared, tortured and denied the prosthetic leg he has used since a childhood accident – leaving him physically reliant on others.

While he is being held in terrible conditions without access to adequate healthcare, the Egyptian authorities have opened a new bogus case against him to justify his continued detention.

Join #WriteForRights and demand the authorities free Qqba. #W4R24

#### **Quote:**

"I don't understand why all this is happening to me, why I am being tormented, and my body can no longer bear it."

Egyptian student Qqba Hashad has been unjustly detained for over five years for his brother's activism.

Tortured and denied proper medical care, Qqba's physical and mental health is gravely deteriorating.

He should never have been detained. Join #WriteForRights and demand Oqba's immediate release. #W4R24