7 July
World Change Day
For Sustainable Peace

2026
NGO Social Media Toolkit

“Change for Peace”

By International Change Federation

Introduction

This toolkit provides ready-to-use visuals and messages for organizations participating in World Change Day.

The campaign invites individuals, communities, and organizations to take simple actions for peace — and share them globally.

How to Participate

1. Download and use the official visuals
2. Share at least one post on 7 July
3. Encourage others to take one action for peace

What You Will Find in This Toolkit

- Awareness campaign visuals (posts, stories, posters)
- One Day One Change campaign visuals
- Event poster templates
- Ready-to-use captions and hashtags

All materials are simple, consistent, and easy to use.

How To Use

You may use the visuals as they are or customize them by adding your organization name, location, or event details.

Please keep the original message and design for consistency.

Campaign Timeline

Before 7 July
→ Share awareness content

On 7 July
→ Take one action and share it

After 7 July
→ Share your impact

Hashtags

Use these hashtags in all your posts:

#WorldChangeDay
#OneDayOneChange
#ChangeForPeace

Awareness Campaign

Share the message of World Change Day to inspire global awareness and participation.

Caption

One action can create change.
Join the global movement for peace on 7 July.
#WorldChangeDay #OneDayOneChange #ChangeForPeace

Visuals

Use these visuals before 7 July to build awareness.

Instagram Post (Awareness)
Use this for your main campaign post

One Day One Change Campaign

Take one conscious action for peace on 7 July and share it to inspire others.

Caption

On 7 July, I am taking one conscious action for peace.
Change begins within each of us — and grows through what we do.
Today, I choose to take one step toward a more peaceful world.
Join me.
Take one action.
Share it.
Inspire others.
#WorldChangeDay #OneDayOneChange #ChangeForPeace

Visuals

Share your personal action on 7 July and inspire others to do the same.

Instagram Post
(One Day One Change)
Use this for your main
campaign post

Commit An Event

Organize an activity, workshop, or gathering for peace.

Add your event details to the poster and share it with your community.

You can:
• Organize a workshop or talk
• Bring people together for one action
• Create a space for dialogue

Visuals

Share your event and inspire others to join.

A4 Event Poster
Use this to promote your event

Consistency across all posts helps strengthen the global message.

We encourage all organizations to use the official visuals and hashtags.

Share your participation with us.

Your organization may be featured in the World Change Day Global Impact Report.

7 July – World Change Day