



Success Story: SDG Action Campaign

The major stumbling block of the Sustainable Development Goals (SDGs) is that not many people know about them, I certainly hadn't heard of SDGs until I started working on a 3 month social media campaign. With the support from the UNDP, I constructed an online campaign to educate people about SDGs, and get people thinking about the 17 goals. Using Facebook, Twitter & LinkedIn, I posted interviews, images and stories relating to the goals. In addition, people were invited to take an online survey at a link special to my campaign. The survey explained what SDGs are, and also asked which ones were the most important to them and how well their country is tracking with the six most important goals.

I personally spoke with more than 150 people explaining what the SDGs are and discussing how relevant they are in today's world. I was particularly surprised by how many of my friends, colleagues and students were already doing to help achieve the SDGs. Having these conversations certainly inspired me to think about my impact on the world, and working on the campaign (which reached over 3000 people) helped me to work towards achieving the 17th goal, Partnerships for the Goals.

I believe that we need to keep reminding ourselves of what's important and partner with each other to improve our future prospects for ourselves and future generations. We don't all need to be perfect but if we all do a little, the results could be life changing.

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SUSTAINABLE DEVELOPMENT GOALS ACTION CAMPAIGN

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Most relevant SDGs:

