

## **ELN Nuclear Risk Reduction Video Social Media Toolkit**

**Who this is for:** Anyone who watched the animation and wants to share it with their network, whether you're new to nuclear risk or deeply familiar with the topic.

**How to use these templates:** These posts are designed to give you a starting point and inspiration. Feel free to adapt them, shorten them, or write something entirely in your own words. Authentic posts in your own voice will always resonate more with your network than copy-paste templates. Use what's helpful, make it yours, and share what matters to you.

### **TOOLBOX: HASHTAGS & HANDLES**

**Animation campaign hashtags:** #NuclearSafety | #ReduceNuclearRisk | #EveryonesBusiness

**Tag ELN when you share:**

- Facebook: [@europeanleadershipnetwork](#)
- X (Twitter): [@theELN](#)
- LinkedIn: [European Leadership Network](#) (search and tag the company page)
- Bluesky: [@theeln.bsky.social](#)

**Optional:**

If you're posting during the NPT Review Conference (27 April–22 May 2026), consider also using #NPTPrepCom and tagging the United Nations Office for Disarmament Affairs:

- X (Twitter): [@UN\\_Disarmament](#)
- Instagram: [@unitednations\\_oda](#)

This helps connect your post to the wider multilateral conversation.

### **SOCIAL POSTS WITH 2026 CONTEXT**

**Purpose:** Use these posts to connect the animation to critical policy moments in 2026: the expiry of New START on 4 February and the NPT Review Conference between 27 April and 22 May. These posts work well if you're sharing during a time when nuclear diplomacy is in the news. **Recommended use: February–May 2026.**

#### **Why this moment matters**

**Facebook/LinkedIn:** 2026 is testing the nuclear order. New START expired in February, and the NPT Review Conference meets in April-May. The arms control architecture that once capped US and Russian arsenals is collapsing. These issues need to reach broader audiences if we're to have informed public debate and smarter policy choices. This 3-minute [@europeanleadershipnetwork](#) animation offers a clear, credible foundation for reporting on what's at stake and what can reduce the danger. #ReduceNuclearRisk #NuclearSafety

**Twitter/X (under 280 characters):** With New START expired and the NPT Review Conference underway, this is a pivotal moment for nuclear diplomacy. This [@theELN](#)



animation helped me understand what's at stake & what can reduce risk. Worth 3 minutes. #ReduceNuclearRisk [link]

**Bluesky (under 300 characters):** With New START expired and the NPT Review Conference underway, this is a pivotal moment for nuclear diplomacy. This @theeln.bsky.social animation helped me understand what's at stake & what can reduce risk. Worth 3 minutes. #ReduceNuclearRisk [link]

### **We've done this before**

**Facebook/LinkedIn:** This animation from @europeanleadershipnetwork reminded me that we've reduced nuclear risk before through treaties, transparency, and multilateral dialogue, and that we can do it again. The tools exist, and they're necessities for nuclear stability. The question is whether and how we use them. With New START expired and the NPT Review Conference meeting in Spring 2026, the moment is now to address these issues together. Worth 3 minutes if you're following these issues. #ReduceNuclearRisk #NuclearSafety [link]

**X (Twitter):** We've reduced nuclear risk before and we can do it again. This @theELN animation shows what's possible in a multipolar world. Worth watching if you're following 2026's nuclear diplomacy moments. #ReduceNuclearRisk [link]

**Bluesky:** We've reduced nuclear risk before and we can do it again. This @theeln.bsky.social animation shows what's possible in a multipolar world. Worth watching if you're following 2026's nuclear diplomacy moments. #ReduceNuclearRisk [link]

### **EVERGREEN SOCIAL POSTS**

**Purpose:** These posts are designed to work at any time, without reference to specific dates or events. Use them to keep the animation visible and shareable after the NPT Review Conference. The language is timeless and focuses on the enduring relevance of nuclear risk reduction and the practical tools available to address it.

**Recommended use:** After the NPT Review Conference ends at the end of May 2026

### **Solutions exist to address a complex issue**

**Facebook/LinkedIn:** Nuclear risk is fast evolving with more actors, faster technologies and eroding treaties. I appreciated that this animation from @europeanleadershipnetwork sets the scene to focus on the pathways to achieving nuclear safety: fail-safe mechanisms, transparency, dialogue between adversaries. They're practical, not theoretical. Worth watching and sharing. #ReduceNuclearRisk #NuclearSafety [link]

**X (Twitter):** Nuclear risk is complex, but solutions exist. This @theELN animation breaks down what's driving danger & what reduces it. Fail-safe reviews, transparency, dialogue. Worth 3 minutes. #ReduceNuclearRisk [link]



**Bluesky:** Nuclear risk is complex, but solutions exist. This @theeln.bsky.social animation breaks down what's driving danger & what reduces it. Fail-safe reviews, transparency, dialogue. Worth 3 minutes. #ReduceNuclearRisk [link]

### **Nuclear safety is everyone's business**

**Facebook/LinkedIn:** I just watched this short @europeanleadershipnetwork animation on nuclear risk and it reminded me that this concerns everyone: informed citizens, journalists, educators, and researchers all play a role in shaping better decisions. It explains what's driving nuclear risk today and what practical tools can reduce it. Sharing because I think more people should see it. #ReduceNuclearRisk #EveryonesBusiness [link]

**X (Twitter):** Nuclear safety is everyone's business. This @theELN animation explains what's driving risk & what can reduce it, from fail-safe reviews to smarter tech use. Worth watching and sharing. #ReduceNuclearRisk [link]

**Bluesky:** Nuclear safety is everyone's business. This @theeln.bsky.social animation explains what's driving risk & what can reduce it, from fail-safe reviews to smarter tech use. Worth watching and sharing. #ReduceNuclearRisk [link]