

World Day for Assistive Technology

Toolkit for supporting organisations



About World Day for Assistive Technology

- The **first ever** World Day for Assistive Technology will take place on **4 June 2024**.
- The World Day for Assistive Technology aims to **raise awareness of the importance of assistive technology and the urgent need to improve access** to it in low- and middle-income countries (LMICs).
- It has been **launched by leading health and development organisations** that are working together to address this inequity, as part of the [Unlock the Everyday](#) campaign.
- The World Day for Assistive Technology is calling for organisations, policymakers, businesses and the public to show their support, take action to improve access to assistive technology, and help unlock a world where there are opportunities for all.
- The day aims to **rally all relevant sectors** (from health and education to the private sector) to spotlight assistive technology and encourage action.

Key Messages & Stats

- Access to assistive technology is a right – no one should be prevented from being able to work because they lack the assistive technology they need.
- Access to assistive technology can make the difference between failure or success at school, between a job or unemployment, and between a life of opportunity or of dependency.
- Investing in assistive technology both has a **transformative impact on people's wellbeing and makes sound economic sense** for funders and governments. It is both the right thing and the smart thing to do.
- Economically, the figures are dramatic. Investment in four products - hearing aids, prostheses, eyeglasses and wheelchairs - will result in a return on investment of 9:1.
- For a child in a low- or middle-income country, **access to assistive technology can later make a difference of US\$100,000 in lifetime income.**

Social Media Assets

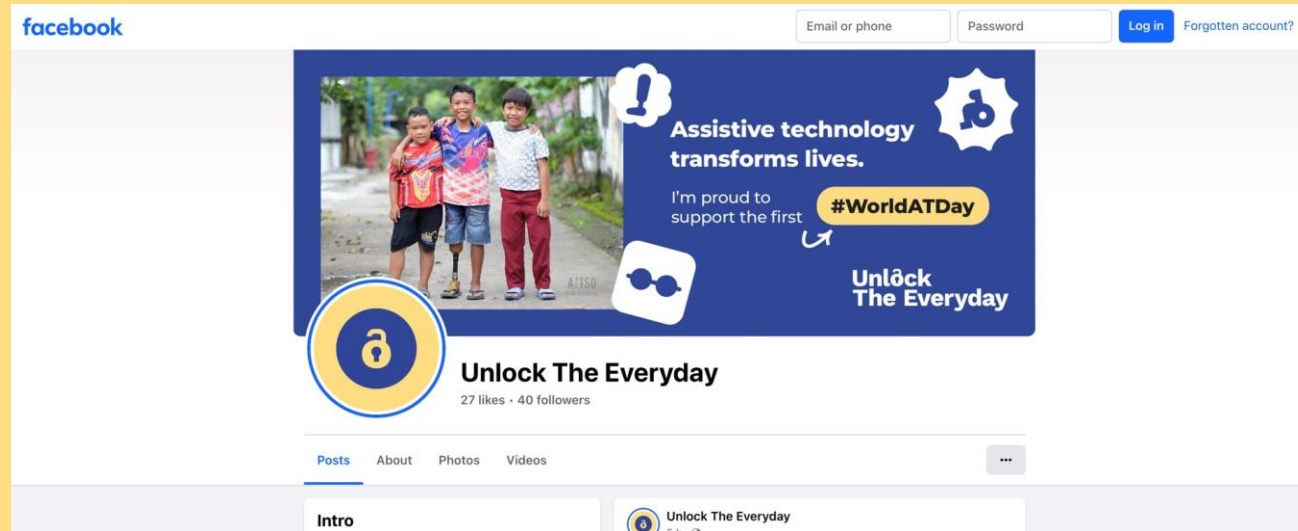
The social media assets for World Day for Assistive Technology are available to download here: [Social media assets](#)

These can be used alongside your own message of support on the day. Feel free to use our social post templates for inspiration here: [Suggested copy to accompany posts](#)

On the next pages you'll find mock ups of the assets, as well as guidance on how to use each asset on your social media channels. The assets include:

- Animated GIF
- Carousel
- Static asset
- Editable photo
- Editable quote card
- Social media banners

The Assets – Social media banner



The Social media banner is available to [download here](#).

The social media banners come in two different options in the recommended size – 851 x 315 pixels.

The banners are designed for use in the lead up to the awareness day, during the day, and as long as you wish afterwards. Alt text is available in the same link for use when uploading banners to your channels.

The purpose of this banner is to show your support for the day for anyone who clicks onto your social media page. Please note, the banner is not editable.

The Assets – Animated GIF



The animated GIF is available to [download here](#).

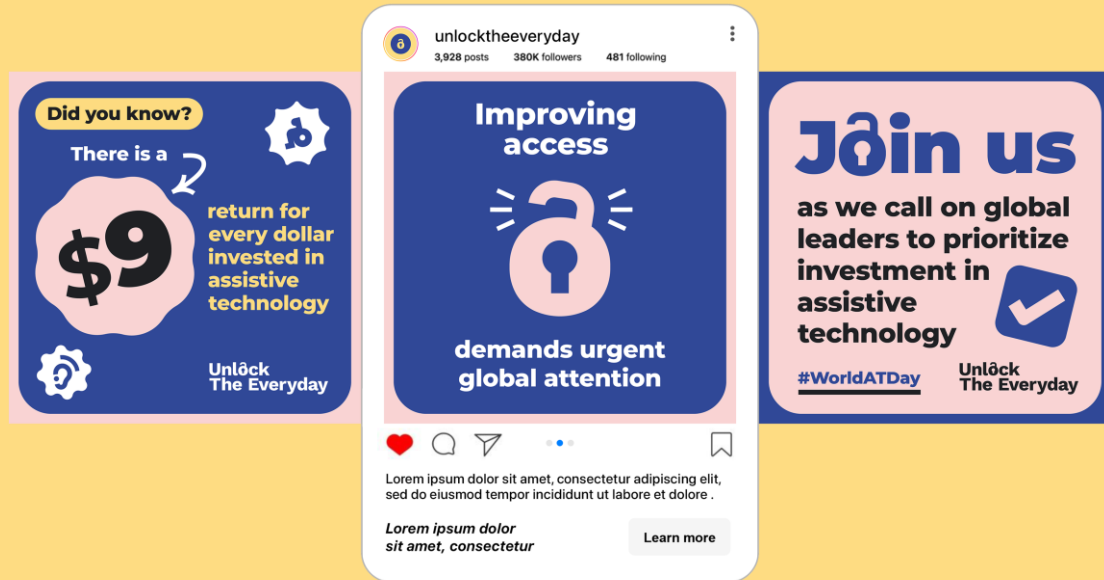
The GIF is recommended for use on Facebook, Instagram, X and LinkedIn in 1x1 format.

Remember to write some social copy to announce the awareness day and raise awareness of the importance of AT. You can also find suggested copy available here: [Suggested copy to accompany posts](#).

Please be aware of character limits for each platform.

All assets have descriptive alt text. Suggested alt text is also provided in the folder along with the assets.

The Assets - Carousel



The Carousel is available to [download here](#).

Use all three components to maximise this assets.

The carousel is in the recommended aspect ratio 1:1 on Instagram, Facebook, X and LinkedIn.

Be creative with your social copy to accompany the carousel! Please be aware of character limits for each platform.

All assets have descriptive alt text. Suggested alt text is also provided in the folder along with the assets.

The Assets – Static asset



The static (non-editable) asset is available to [download here](#).

The static asset is in the recommended aspect ratio 1:1 for use on Facebook, Instagram, X and LinkedIn.

You can get creative with your copy, but please be aware of character limits for each platform.

All assets will have descriptive alt-text, which is also available to download in the link provided.

The Assets – Editable photo

**I support World Day for
Assistive Technology...**

**So that children
everywhere can get the
assistive technology
they need**



The editable photo asset is available to [download here](#).

Use the editable PowerPoint slide to insert your own message and photo.

You can also add a picture – such as of your CEO, company image, colleagues who are AT users or just use the space for your company logo.

Post the picture and add your own message, or use our suggested copy available here: [Suggested copy to accompany posts](#).

All assets have descriptive alt text. Suggested alt text is also provided in the folder along with the assets.

The Assets – Editable quote card



The editable quote card is available to [download here](#).

Use the editable PowerPoint slide to edit in your company name, quote and logo.

Share your own short and sharp message in the space provided, or use our suggested examples on the assets here: [Suggested examples](#).

The asset should also be accompanied by social copy in the body of the post. Click here for inspiration: [Suggested copy for partners](#).

All assets have descriptive alt text. Suggested alt text is also provided in the folder along with the assets.

Video and social cutdowns

On Tuesday 4 June, the Unlock The Everyday social channels will be posting an exciting new campaign film.

The campaign film is available in 6 formats - English, French and Spanish subtitles, and English, French and Spanish audio description.

The video was shot in Nairobi, Kenya, and captures authentic footage of people who use assistive technology. It aims to be positive and showcase the transformative potential of AT and carries the key message from the campaign at the end.

We would like the film to reach millions of people. Help us to make it go viral! On 4 June, we encourage all partners and supporting organisations to share the video across their networks and repost on their own social channels.

We also invite all organisations to post the film or choose one of the short social clips on specific assistive technology products: wheelchairs, prostheses, glasses, hearing aids, and digital devices. Click to download the campaign film and social clips: [Campaign film & social clips](#).

Best practice for social media

On the day, please use **#WorldATDay** and **#UnlockTheEveryday** hashtags in your social media posts.

Engage with Unlock the Everyday's social media accounts:

Instagram: @unlocktheeveryday

X: @Unlock_Everyday

Facebook: Unlock The Everyday

We encourage all partners and supporting organisations to repost and engage with Unlock The Everyday social posts containing the assets and video.

You can also post the main video, and/ or short social clips of the video, on your own social channels. Suggested copy for Instagram, Facebook, X and LinkedIn is available to download: **Suggested copy to accompany posts**

COLOUR CODE

The colour code for the Unlock The Everyday campaign are accessible, unique and modern. All of the assets for the campaign – and for World Day for Assistive Technology – use the colour palette shown below.

Please note that the HEX and RGB codes are for digital use only. The CMYK code is to be used for all physical printing, whether that's t-shirts, badges or pins!

To maintain a consistent visual look for the campaign, think about using these colours for any original content or images you plan to develop to support the campaign on the day.

HEX: #202124	HEX: #314699	HEX: #FEDC82	HEX: #FFD5D5
RGB: 32 G:33 B:36	RGB:49 G:70 B:153	RGB: 254 G:220 B:130	RGB: 255 G:213 B:213
CMYK:74 M:67 Y:62 K:71	CMYK:94 M:85 Y:3 K:0	CMYK:1 M:12 Y:58 K:0	CMYK:0 M:20 Y:8 K:0

Icons & Logos

Please see examples of Unlock The Everyday icons and logos below.



**Unlôck
The Everyday**



You can use these logos and icons for any content you'd like to share about the campaign. Add it to your own social media content, graphics or website!

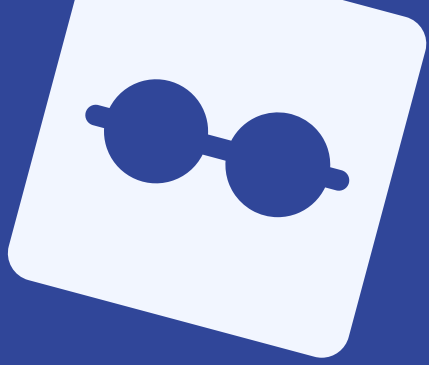
To download all available logos and icons, please click on the link: [Logos & Icons](#)

Existing Unlock The Everyday materials

To use the existing Unlock The Everyday social media assets, please click on the link here: [Unlock The Everyday partner assets](#)

For more messaging and information related to the Unlock The Everyday campaign, please visit the website here: [Unlock The Everyday - FAQs](#)

For all other ways of supporting the campaign, please visit the website: [Unlock The Everyday – Get Involved](#)



**Thank you for your support of the inaugural
World Day for Assistive Technology.**

For more details or questions, please get in touch:
cjohnson@atscalepartnership.org

