

May - June 2025

Unlock the Everyday: Social posts for partners

Me and My AT Challenge

I am supporting the World Day for Assistive Technology by taking part in the #MeAndMyAT challenge!

#AssistiveTechnology helps me to #UnlockTheEveryday by (Insert your message)

#UnlockTheEveryday #MeAndMyAT #WorldATDay #AssistiveTechnology #ATChangesLives

Suggested social posts for X/ Twitter

1. We're supporting the World Day for Assistive Technology! Access to AT is a human right but today only 10% of people in low income countries can access the AT they need. Join us as we call for a world with opportunities for all

#UnlockTheEveryday #WorldATDay

2. We're supporting @Unlock_Everyday on #WorldATDay! No one should be prevented from going to school or work because they can't get the AT they need. Find out more here: <https://ow.ly/rfha50VJyek> [shortened link to campaign page].
3. On #WorldATDay, we're calling on governments to prioritize the needs of people who use or need assistive technology. #UnlockTheEveryday

Suggested posts to promote the campaign video:

1. Watch and share this incredible campaign film and see how AT can transform lives. We're supporting @Unlock_Everyday on World Day for Assistive Technology! <https://ow.ly/NXhS50VJyg9> [video link] #UnlockTheEveryday #WorldATDay
2. DYK millions of people around the [insert world emoji] can't access assistive technology, such as wheelchairs, hearing aids and glasses. Watch this amazing campaign film - to mark #WorldATDay - to find out why AT is so crucial: <https://ow.ly/NXhS50VJyg9>
3. Watch and share @Unlock_Everyday 's original campaign film to mark #WorldATDay. Help us to build momentum for this important campaign <https://ow.ly/NXhS50VJyg9> [video link]

Suggested social posts for Facebook and Instagram

1. Today, 2.5 billion people need at least one form of assistive product - such as wheelchairs, eyeglasses, hearing aids, prosthetics and digital devices. But today only 10% of people in low income countries can access the AT they need.

To mark World Day for Assistive Technology, we're shining a light on this inequity and the urgent need for people to access affordable assistive technology. AT enables people to live independent lives – to study, work and enjoy the everyday moments that many of us take for granted.

Join us and let's unlock a world where there are opportunities for all. [globe emoji]

[#UnlockTheEveryday](#) [#WorldATDay](#)

2. On World Day for Assistive Technology, we're calling on governments to prioritize the needs of people who would benefit from assistive technology.

Assistive technology (AT) refers to assistive products, and their related systems and services. Assistive products can facilitate people's everyday actions such as their ability to move, communicate, and see better than before. Ultimately, it transforms lives.

There is also a clear economic case for improving access. Research shows investment in four products - hearing aids, prosthetics, 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 also help them increase their lifetime income by US\$100,000. [dollar emoji]

Let's improve access, unlocking the everyday for individuals and stronger economic development.

Find out what you can do to help: <https://ow.ly/rfha50VJyek> [insert link here]

[#UnlockTheEveryday](#) [#WorldATDay](#)

3. Today, we're delighted to show our support for World Day for Assistive Technology 2025. A wheelchair, an artificial limb, a pair of eyeglasses or a hearing aid can help individuals unlock everyday opportunities at school, in work and in their social lives. The private sector has a critical role to play. That's why we're urging everyone to show their support here: <https://ow.ly/rfha50VJyek> [insert link to website here]

[#UnlockTheEveryday](#) [#WorldATDay](#)

Suggested video social posts for Facebook and Instagram

Watch Unlock the Everyday 's [tagged] amazing new campaign film to learn more about how assistive technology unlocks opportunities for all. [video emoji]

Today, 2.5 billion people need at least one form of assistive product - and access to it is a human right. But today only 10% of people in Low Income Countries can access the AT they need.

In celebration of World Day for Assistive Technology, we're shining a light on this inequity and the urgent need for people to access affordable assistive technology such as wheelchairs, eyeglasses, hearing aids, prosthetics and digital devices that enable people to live independent lives – to study, work and enjoy the everyday moments that many of us take for granted.

Join us, share your thoughts on the film and show to your networks!

<https://ow.ly/NXhS50VJyg9> [video link]

[#UnlockTheEveryday](#) [#WorldATDay](#)

2. If you have 2 minutes today, watch this incredible new [video emoji] by Unlock the Everyday [tagged], to find why access to assistive technology is so important:
<https://ow.ly/NXhS50VJyg9> [video link]

Today, we're delighted to show our support for World Day for Assistive Technology 2025. [globe emoji]

A wheelchair, an artificial limb, a pair of glasses or a hearing aid can help individuals unlock everyday opportunities at school, in work and in their social lives. It can make the difference between failure or success at school, between a job or unemployment, between a life of opportunity or a life of dependency.