

2015
#17July #JusticeMatters
Commemorating 17 July: Day of International Criminal Justice
Social Media Advisory

The International Criminal Court and the President of the Assembly of States Parties have launched a global social media campaign with the theme *Justice Matters* to commemorate the Day of International Criminal Justice, 17 July (date of the adoption of the Rome Statute). The campaign runs until 17 July 2015.

Representatives of States Parties are invited to join the commemoration by encouraging high-level officials (heads of state, heads of government and ministers) as well as Ambassadors and other officials to:

- 1) Issue a statement of support to the International Criminal Court on 17 July through their Twitter accounts using the #17July and #JusticeMatters and to re-tweet such statements using government's social media networks (please find below suggested content for Twitter).
- 2) Submit photographs holding a sign saying why #JusticeMatters" to you, and post and pin them to the ICC Facebook page, to be added to an interactive world map, or tweet them.
- 3) For the countries where the authorities do not use social media, traditional press releases or statements may be submitted via email (PublicAffairs.Unit@icc-cpi.int) for dissemination through the ICC website and social media (@ICC_PASP) created for this purpose.

Sample tweets:

About 17 July

- To COUNTRY #JusticeMatters
- COUNTRY supports the International Criminal Court #JusticeMatters #17July
- #JusticeMatters. Join #17July actions for International Criminal Justice today.

About universality and cooperation

- On #17July, I call on all countries to join the #ICC #JusticeMatters #17July
- On #17July, we strive towards the universality of the Rome Statute #JusticeMatters.
- On #17July, we call for state cooperation to enforce #ICC arrest warrants. #JusticeMatters.

About victims and crimes

- #JusticeMatters. Use of child soldiers is a war crime. #17July
- #JusticeMatters. Stop rape as a tool of war. #17July
- #JusticeMatters. I stand with victims of war crimes. #17July
- #JusticeMatters and helps prevent genocide, crimes against humanity and war crimes. #17July

Hashtags: #17July #JusticeMatters

Links:

- Twitter for the ICC: <https://twitter.com/intlcrimcourt>
- Twitter for the President of the Assembly: https://twitter.com/ICC_PASP
- 17 July Facebook page: <https://www.facebook.com/pages/17JulyJusticeMatters/710469099648?fref=ts>
- Outreach blog on tumblr: <https://www.tumblr.com/search/iccoutreach>
- Storify https://storify.com/ICC_PASP/icc-day-of-international-criminal-justice-justicem
ICC website: www.icc-cpi.int

Sample photographs for the Facebook page or Twitter:



TELL US WHY
#JUSTICEMATTERS
TO YOU

Contact:

- **The Hague:** PublicAffairs.Unit@icc-cpi.int
- **New York:** Office of the President of the ASP via deborah.ruizverduzco@icc-cpi.int @ICC_PASP

Background information:

The Rome Statute, the founding treaty of the International Criminal Court, was adopted on 17 July 1998. It created the first permanent and independent international court that investigates and prosecutes, and therefore contributes to the prevention of, the commission of the most serious crime under international law: genocide, crimes against humanity, war crimes and the crime of aggression. In 2010, the State Parties meeting at the Kampala Review Conference declared 17 July as the Day of International Criminal Justice. To date there are 123 States Parties. Nearly 100 Heads of States of those Parties have and use a Twitter account.

Twitter accounts of States Parties to the ICC:

https://twitter.com/ICC_PASP/lists/sps-to-icc-rome-statute/members

(for additions or corrections, please contact the Office of the President of the Assembly)

For me, justice is

That's why

#JUSTICEMATTERS

#17JUL