

## Instagram Hashtag Campaign Guidelines

### Campaign Title:

**#WorldLakeDay & #WLC20 Instagram Hashtag Campaign**

**– Share Your Post for a chance to Be Featured at the 20th World Lake Conference in Australia!”**

### **Purpose:**

This campaign is aimed at young people interested in lake conservation and water environment issues, with the goals of raising awareness about the establishment of World Lake Day and encouraging participation in the 20th World Lake Conference (WLC20). Through social media, the project seeks to increase awareness of lake conservation efforts and inspire more young people to get involved.

### **✂What is World Lake Day?**

Proposed at the UN Water Conference in March 2023, World Lake Day aims to raise global awareness about lake conservation and Sustainable Lake Management. Indonesia, with around 2,000 lakes, is leading efforts to establish this day through a UN resolution.

### **✂What is the 20th World Lake Conference (WLC20)?**

WLC20 is a global conference that gathers scientists, policymakers, NGOs, and youth to collaborate and exchange ideas on environmental challenges and sustainable solutions for the world's lake basins. The event will take place in Brisbane, Australia, from July 21 to 25, 2025.

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## 1. Campaign Details

### ● **Campaign Period:**

#### ① **General Campaign**

**Period:** November 22, 2024 – August 27, 2025

**Objective:** To generate excitement for World Lake Day and the 20th World Lake Conference (WLC20) while raising awareness about lake conservation.

#### ② **Campaign for WLC20 Youth Program Selection**

**Period:** November 22, 2024 – April 20, 2025

**Objective:** To select participants for the WLC20 Youth Program Film Session.

### ● **Target Audience:**

Young individuals aged from high school to approximately 35 years old who are involved in lake conservation (students, researchers, local community members, NGO staff, government officials, etc.).

### ● **How to Participate:**

- Post a video (up to 90 seconds) or photo on social media showcasing youth-led activities or research in lake conservation!

Highlight specific actions taken to conserve or restore lakes, such as local projects, scientific research, or environmental education initiatives.

- Use the official campaign hashtags:  
#WorldLakeDay  
#WLC20  
#WorldLakeConference20
- Tag the ILEC official Instagram account: [@ilec1986](https://www.instagram.com/ilec1986) and include a brief description of the initiative or research in the post.
- Language: English

## 2. Selection of Featured Content

- ① **General Campaign and ② WLC20 Youth Program Selection Campaign:**

The best submissions will be featured on **ILEC's official Instagram account**, allowing participants to showcase their lake conservation efforts and contribute to raising awareness and support for the establishment of **World Lake Day**, promoting global action for Sustainable Lake Management.

- ② **WLC20 Youth Program Selection Campaign:**

- Selected youth-led environmental conservation activities will be presented at the Youth Program Film Session at the 20th World Lake Conference (WLC20).
- **Presentation Format:** Online or in-person participation
- **In-person Participation Conditions:** For in-person participation from countries outside Australia, participants must be university students or older.

- **Criteria for Feature Selection:**

- Relevance to lake conservation and World Lake Day themes.
- Originality and creativity in storytelling.
- Clarity and impact of the message.
- Be registered on the online platform “Lakes for Life”  
(The platform will consolidate the activities of young people involved in lake environmental conservation and is scheduled to be unveiled at the 20th World Lake Conference.)

Please register using the form below.



- **Hashtags:**

- **#WorldLakeDay** — Hashtag to promote and celebrate World Lake Day. Share why lakes are important to you and your community and what actions are being taken to protect them.
- **#WLC20 / #WorldLakeConference20** — Let's share the efforts of young people working to protect our lakes, take actions together for a sustainable future, and showcase your initiatives at WLC20!

#### 4. Additional Campaign Rules

- **Content Rights:**

By participating in the campaign, you agree that your submission may be re-shared and used for promotional purposes by ILEC. You are fully responsible for the content and copyright of your submission and must ensure that it does not infringe upon the rights of any third party.

- **Respectful Content:**

Posts must adhere to Instagram's community guidelines and should promote positive environmental actions. Inappropriate or offensive content will be disqualified.

#### 5. Timeline for #WLC20 Film session selection

- **November 22, 2024:** Campaign announcement through ILEC's Instagram, Facebook, LinkedIn, and official website.
- **November 22, 2024 – April 20, 2025:** Instagram campaign period for #WLC20 Film session selection.
- **April 21 – May 1, 2025:** Selection of featured content for the 20th World Lake Conference Youth Program Film Session. The selection will be conducted by the ILEC Secretariat.
- **May 2, 2025:** Announcement of the selection results on the ILEC website.