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ENHANCING PUBLIC AWARENESS OF THE CTBTO/ CTBT USING SOCIAL MEDIA

Social media has become a very important part of our lives over the past decades, from interacting with people all over the world to selling products and even creating awareness for various campaigns. Social media campaigns have proved to be very effective methods to capture people's attention, with the ALS ice bucket challenge being one of the most significant one, but over the past couple of years social media challenges have evolved from the ice bucket challenge and planking type to more creative and artistic challenges. Some examples of these are the kiki challenge in 2018 which involved dancing, the invisible challenge which involves acting and the lip sync challenge which involves singing along to popular songs just to mention a few. Coming up with such a social media challenge for the CTBTO could capture the people's attention and create an avenue for more serious conversations about ratifying the treaty and spreading the CTBT's agenda especially to the youth.

Primary author: KARIUKI, Moses (Jomo Kenyatta University of agriculture and technology)

Presenter: KARIUKI, Moses (Jomo Kenyatta University of agriculture and technology)

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