



## **GRAND CHALLENGES** IN PUBLIC ADMINISTRATION

### **Social Media Toolkit for Grand Challenges in Public Administration**

As the Academy works to spread the word about the 12 Grand Challenges in Public Administration and the steps it is taking to help address them, the Academy welcomes assistance from its Fellows active on social media in sharing information, perspectives and news items about the Grand Challenges, and helping start a conversation with others.

Below is a list of Grand Challenges, in the order that the Academy plans to highlight them in the news media and social media arenas throughout the year 2020. Each Grand Challenges listed includes a condensed link to more information about that particular Grand Challenge, housed on the Academy website, as well as a few suggested hashtags that can be included in any social media share of Grand Challenge content.

Lastly, we include a few sample posts that anyone can use to indicate their support for the Grand Challenges – we encourage everyone to take a minute to spread the word!

- **Shareable Video** - Link to the Grand Challenges introduction video on YouTube: <https://youtu.be/zg37hw26mm4>
- **Graphics for Social Media Posts** - Link to the 12 Grand Challenges icons: <https://www.napawash.org/grandchallenges> (click on an icon to “save as” in your Pictures folder, and then you can attach it as a graphic/photo to any social media post about that particular Grand Challenge. The main Grand Challenges icon at the top of the page is usable for any general GC post as well.
- **Links and Hashtags for Social Media Posts** - Highlighted Grand Challenge of each month of 2020 is below, with a condensed link to more detailed info. and hashtags that can be used with each post.

#### **Grand Challenges of Public Administration** (<http://bit.ly/33qpImZ>)

#GrandChallenges

#RiseToTheGrandChallenges

#SeekGCSolutions

#### **January - Ensure Data Security and Individual Privacy** (<http://bit.ly/2qvLJ55>)

#DataSecurity

#EnsurePrivacy

#TechChanges



## **GRAND CHALLENGES**

IN PUBLIC ADMINISTRATION

**February - Connecting Individuals to Meaningful Work** (<http://bit.ly/2PViHXL>)

#MeaningfulWork  
#Employment

**March - Create Modern Water Systems for Safe and Sustainable Use**  
(<http://bit.ly/36KJ2Ny>)

#SafeWater  
#Sustainability  
#ModernSystems

**April - Steward Natural Resources & Address Climate Change**  
(<http://bit.ly/2PRLIDg>)

#ProtectEnvironment  
#PreserveResources  
#StewardResources  
#ClimateChange  
#Sustainability

**May - Modernize and Reinvigorate the Public Service** (<http://bit.ly/2NRiNMS>)

#ModernPublicService  
#ReinvigoratePublicService  
#PublicService

**June - Fostering Social Equity** (<http://bit.ly/2oVBEoS>)

#SocialEquity  
#Equity4All

**July - Develop New Approaches to Public Governance and Engagement**  
(<http://bit.ly/2oXVAQT>)

#PublicEngagement  
#NewWays2Engage  
#Governance

**August - Build Resilient Communities** (<http://bit.ly/33rINoM>)

#ResilientCommunities



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#Resiliency  
#StrongCommunities

### **September - Advance Fiscal Health** (<http://bit.ly/36M8nae>)

#USFiscalHealth  
#StrongEconomy

### **October - Ensure Electoral Integrity and Enhance Voter Participation** (<http://bit.ly/36MWdxR>)

#ElectoralIntegrity  
#VoterParticipation  
#ProtectDemocracy  
#AdvanceDemocracy

### **November - Make Government AI Ready** (<http://bit.ly/2CkMhxd>)

#AI  
#Ready4AI  
#GovtAIReady  
#TechChanges

### **December - Advancing National Interests in a Changing Global Context** (<http://bit.ly/2qBuWgT>)

#GlobalPartnerships  
#GlobalEngagement

### **Sample Posts:**

[#WorldWaterDay](#) is 3/22 and I am proud to support the work that [@NAPAwash](#) is doing to Create Modern Water Systems for Safe & Sustainable Use, one of its [#GrandChallenges](#) of Public Administration. Learn more about how you can help: <http://bit.ly/36KJ2Ny> [#SafeWater](#) [#Sustainability](#)  
(Attach saved icon for this Grand Challenge and hit Tweet)

I'm pleased to be part of [@NAPAwash](#)'s efforts to address the 12 [#GrandChallenges](#) of Public Administration, so that we have a strong agenda for future governance at all levels of gov't. Want to learn more? Watch this video: <https://youtu.be/zg37hw26mm4>  
(Attach saved main Grand Challenge icon and hit Tweet for Twitter)