



#WEARENATO

Campaign on Defence and Security

WHAT?

The WeAreNATO campaign highlights how **unity and solidarity** between Allies contributes to protecting **peace and security** for citizens across the Alliance. The communications campaign will depict the central role and importance of NATO in maintaining Euro-Atlantic security and the ways in which the Alliance uses diplomacy, military strength, and technological advancements to secure peace.

WHY?

Research shows that despite broad support for the Alliance across member countries, there is a **lack of understanding and clarity** of what NATO does and the level of cooperation that exists between members and partners.

WeAreNATO will reinforce the NATO brand and highlight the value of the organisation among key audiences in member countries. In turn, this will lead to **better informed citizens** who understand the importance of investing in their security and the necessity for strong political support of the Alliance.

WHO?

The WeAreNATO campaign is an **Alliance-wide effort**, coordinated by NATO headquarters. NATO will work with Allies to design and run national WeAreNATO campaigns.

WHEN?

The WeAreNATO campaign should be viewed as an ongoing series of **communications activities** with the aim of increasing awareness about NATO in home audiences over time.

HOW?

You may participate in the WeAreNATO campaign in multiple ways including the **amplification of the messages** your government, national public bodies, and NATO officials communicate in support of the campaign. While joining the debate on defence and security, you can also **reflect key campaign topics and goals through your work**. While implementing projects in liaison with NATO, articulating the appropriate level of cooperation in public communications is key – be it in a full partnership with NATO, or as an organisation whose project receives sponsorship from NATO. We encourage you to use the **#WeAreNATO** hashtag in social media posts and other materials which highlight NATO operations and activities.

Should you have any questions related to the campaign, please reach out to our NATO Engagements team (pdd.seminars@hq.nato.int) which will be glad to assist you.

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