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Communications toolkit

Advancing Global Cooperation in Cyberspace

4 - 8 May 2026 | Geneva, Switzerland

#GCW26

At a glance

Geneva Cyber Week will be held from 4-8 May 2026 under the theme “Advancing Global Cooperation in Cyberspace.”

This toolkit includes ready-to-use messages, visuals and key points to help you share your participation and amplify the week across your networks.

Join the conversation and help bring Geneva Cyber Week to life online!

01. About Geneva Cyber Week

02. Discover the 2026 theme

03. Engage online

04. Social media materials

05. Stay connected

01. About Geneva Cyber Week

Geneva Cyber Week advances meaningful dialogue, collaboration and knowledge-sharing to address the evolving challenges and opportunities in cybersecurity.

What is Geneva Cyber Week?

Geneva Cyber Week (GCW) is an annual global event organized by the United Nations Institute for Disarmament Research (UNIDIR) and the Swiss Federal Department of Foreign Affairs (FDFA), bringing together diverse stakeholders from the cybersecurity, diplomacy and technology sectors.

Designed as a platform for international cooperation, GCW leverages Geneva's unique position as a hub for multilateral diplomacy, digital governance and cybersecurity expertise.



02. Discover the 2026 theme

GCW 2026 will build on the success of its inaugural edition to deepen cooperation, foster inclusive dialogue, and advance international commitments in the field of cybersecurity.

Advancing Global Cooperation in Cyberspace

Developed in consultation with partners and stakeholders, this year's theme sets the tone for a coherent programme aligned with global developments in cybersecurity. It supports the Global Mechanism on ICT security and promotes practical cooperation in cyberspace.

Discussions will explore **understanding risks, shaping governance, and building resilience** – reflecting the policy, analytical and operational dimensions of international cybersecurity.

03. Engage online

Find everything you need to join the conversation in one place: social media accounts, hashtags and key resources.

This makes it easy to share your GCW experience and get your community involved in this year's discussions.

Join the conversation

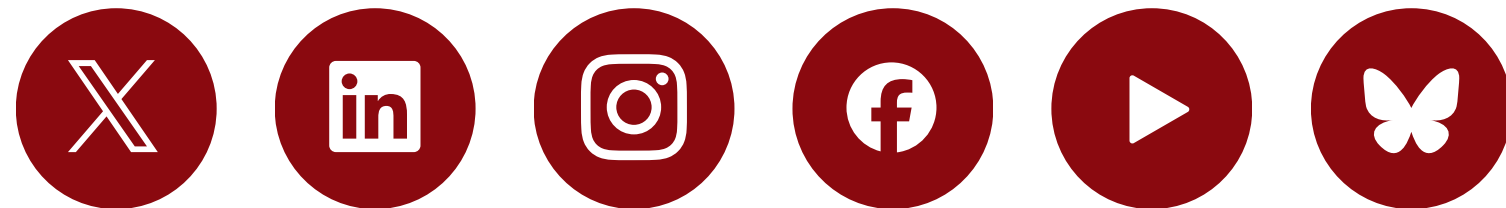
Mention us in your posts so we can see your content!

@UNIDIR, @SwissMFA

Post about your experience using this year's hashtag

#GCW26

UNIDIR's social media accounts



03. Engage online

Looking for easy ways to get involved at every stage of GCW 2026?

Here's how to share, post and connect before, during and after the week.

Ideas to stand out

Build momentum before GCW

- Announce your participation and let peers know you'll be in Geneva.
- If you are speaking at an event, create your speaker card with our customizable templates.

Spotlight your journey throughout GCW

- Post your event's title, time and livestream link to invite others to follow it live.
- Share quotes, insights or takeaways from events.
- Post photos and videos from your participation and interactions.
- Engage with other participants' content, make sure to like and comment.
- Re-post official content, tag @UNIDIR and @SwissMFA and use #GCW26 in all your posts to appear in our digital coverage.

03. Engage online

An easy way to stay connected to the livestreamed parts of GCW.

Live streaming

Geneva Cyber Week has a hybrid format, with some events available online. UNIDIR's Cyber Stability Conference 2026 will be livestreamed on its **YouTUBE** channel.

Share the link with your community to follow live or watch the replay!

[YouTube channel](#)

03. Engage online

Looking for GCW photos?
Here's where to find and
share images from selected
events and moments.

Photography

Photos from selected events will be available to browse and download **shortly after Geneva Cyber Week.**

Find and share them easily through the **Flickr** album below.

[Photo album](#)

04. Social media materials

Access a full pack of ready-made visuals you can tailor, download and share ahead of GCW.

Visual assets

Our **Trello board** will be stocked with a range of **editable** assets, including:

- Geneva Cyber Week 2026 official visual
- Anchor-event visuals
- Speaker, sub-theme and event cards

When sharing, please use the hashtag **#GCW26** and tag **@UNIDIR** and **@SwissMFA**.

[Download visuals](#)

04. Social media materials

When posting about GCW, don't forget to follow and tag us on your platforms:




Suggested posts

Not sure what to post? We've got you covered!


This toolkit includes ready-to-use social media messages you can adapt and share as part of the online conversation around Geneva Cyber Week.


All messages are available on our **Trello board**, with both **short** and **long** versions for use **before**, **during** and **after** the week. You can copy, paste and tailor them to your voice!

Don't forget to use the hashtag **#GCW26** and tag **@UNIDIR** and **@SwissMFA**.


 Save the date: 4-8 May in Geneva


I'll be joining #GCW26, which convenes diverse stakeholders from diplomacy, cybersecurity and technology to address evolving challenges in cyberspace.

 Register now: genevacyperweek.com


Global cooperation in cyberspace matters more than ever 

From 4-8 May, I'll be attending #GCW26, which brings together policymakers, experts and practitioners to advance dialogue on cybersecurity and digital governance.

 Explore the programme: genevacyperweek.com

Excited to join #GCW26 in Geneva this 4-8 May 

Over 5 days, +90 events will bring together policymakers, tech experts and civil society representatives to advance global cooperation in cyberspace.

 Sign up: genevacyperweek.com

Live from Geneva 🇨🇭

#GCW26 is underway! Policymakers, tech experts and civil society are coming together to advance global cooperation in cyberspace.

🔗 Join the conversation: genevacyberweek.com

🌐 Day 1 of #GCW26

Discussions are happening on cybersecurity, AI and digital governance. Ideas, collaborations and solutions are taking shape.

🔗 Follow key moments and share your insights: genevacyberweek.com

Collaboration is key to a secure digital world 🤝

Geneva Cyber Week #GCW26 connects global leaders and experts to tackle evolving challenges in cyberspace!

🔗 Be part of the conversation: genevacyberweek.com

It's a wrap on #GCW26! 🎉

Thank you to all the speakers, participants and organizers @UNIDIR @SwissMFA, who made this week in Geneva so inspiring. Incredible insights, new connections and meaningful conversations on global cybersecurity.

genevacyperweek.com

💡 From emerging threats to innovative solutions, #GCW26 sparked conversations that will shape global cyber cooperation.

Inspired by the ideas shared and looking forward to putting them into action!

genevacyperweek.com

The conversations don't stop here!

Looking forward to staying connected with the #GCW26 community and continuing to tackle digital challenges together



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05. Stay connected

Your go-to links and contacts for all GWC communication needs.

Explore more

[GCW website →](#)

[Agenda and events →](#)

[Media →](#)

[Partners and sponsors →](#)

[FAQ →](#)

[Contact us →](#)

Reach out

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WWW.GENEVACYBERWEEK.COM

#GCW26