

SOCIAL MEDIA TOOLKIT

International Holocaust Remembrance Day

2024

The United Nations General Assembly designated January 27—the anniversary of the liberation of [Auschwitz-Birkenau](#)—as [International Holocaust Remembrance Day](#), a time to remember the six million Jewish victims of the Holocaust and the millions of other victims of Nazi persecution.

As we are witnessing an alarming rise in antisemitism around the globe, it is more important than ever for us to recognize the critical lessons of Holocaust history as we commemorate the victims and honor the survivors.

We hope you can take a moment on January 27 to honor the six million Jewish victims of the Holocaust and millions of other victims of Nazism.

Below are sample social media posts, graphics, and videos to mark the day. More information can be found at www.ushmm.org/IHRD2024.

Facebook:

I join the United States Holocaust Memorial Museum in marking today—International Holocaust Remembrance Day, the anniversary of the liberation of Auschwitz-Birkenau—to honor the memory of Europe’s Jews, who were targeted for annihilation. www.ushmm.org/IHRD2024.

As the world grapples with an alarming surge in antisemitism, it is more critical than ever for us to remember the lessons of the Holocaust. This International Holocaust Remembrance Day, Ruth Cohen, a Holocaust survivor who was deported to Auschwitz-Birkenau at age 14, issues a warning. <https://www.youtube.com/watch?v=R8VA5NHdeP4> OR <[ATTACHED VIDEO](#)>

Twitter:

I join the @HolocaustMuseum today—International #HolocaustRemembranceDay, the anniversary of the liberation of Auschwitz-Birkenau—in honoring the memory of Europe’s Jews, who were targeted for annihilation. www.ushmm.org/IHRD2024

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<https://www.youtube.com/watch?v=R8VA5NHdeP4> OR <ATTACHED VIDEO>

Instagram:

I join the @HolocaustMuseum today—International #HolocaustRemembranceDay, the anniversary of the liberation of #Auschwitz-Birkenau—in honoring the memory of Europe’s Jews, who were targeted for annihilation. www.ushmm.org/IHRD2024

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Images:





Video files can be found [here](#).