



**HOLOCAUST
MEMORIAL
DAY TRUST**

*Learning from genocide -
for a better future*

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hmd.org.uk

HOLOCAUST MEMORIAL DAY 2025

SOCIAL MEDIA PACK

We hope this pack helps you to:

- Raise awareness of Holocaust Memorial Day (HMD), what it is and why we commemorate it.
- Highlight your HMD activity and/or how you will be commemorating HMD.
- Encourage your followers to light a candle at 8pm on 27 January to commemorate HMD and share on social media using the hashtags #HolocaustMemorialDay and #LightTheDarkness.

Holocaust Memorial Day (HMD) is observed worldwide each year on 27 January, the anniversary of the 1945 liberation of Auschwitz-Birkenau, the largest Nazi death camp.

The Holocaust is central to Holocaust Memorial Day, and we remember the 6 million Jews murdered during the Holocaust. We also commemorate the millions of others who suffered under Nazi persecution, as well as those killed in the more recent genocides recognised by the UK government, and the genocide in Darfur.

HMD 2025 marks the 80th anniversary of the liberation of Auschwitz-Birkenau, the largest Nazi death camp, and the 30th anniversary of the genocide in Bosnia.

Please use the relevant hashtags and tag HMDT where possible.

HASHTAGS

#HMD2025 #HolocaustMemorialDay #LightTheDarkness

HMDT SOCIAL LINKS

X:	@HMD_UK	x.com/HMD_UK
Facebook:	@HMD.UK	facebook.com/HMD.UK
Instagram:	@holocaustmemorialdaytrust	instagram.com/holocaustmemorialdaytrust
LinkedIn:	@hmd-uk	linkedin.com/company/hmd-uk

To support our work visit: hmd.org.uk/donate

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SUGGESTED SOCIAL CONTENT

Short form: Suitable for X (Twitter) and all other platforms.

#HolocaustMemorialDay 2025 marks the 80th anniversary of the liberation of Auschwitz-Birkenau.

#HMD2025 is an opportunity to come together, learn both from and about the past, and take action to make a better future for all.

Learn more from @HMD_UK at hmd.org.uk

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The theme for #HolocaustMemorialDay is For a Better Future.

#HMD2025 is an opportunity to learn from, commemorate and take action

#ForABetterFuture where people do not suffer prejudice or persecution because of their faith, ethnicity or other characteristic.

Find out more at hmd.org.uk/theme [*Facebook / LinkedIn*]

Follow @holocaustmemorialdaytrust to learn more [*Instagram*]

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Today we marked #HolocaustMemorialDay

Join us on #HMD2025 as we remember the 6 million Jews murdered in the Holocaust. We also remember millions more killed in the Nazi persecution of other groups, and in more recent genocides recognised by the UK government, and in Darfur.

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At 8pm on 27 January, we will #LightTheDarkness for #HolocaustMemorialDay

We will light a candle and place it in our window to remember those who were murdered for who they were and stand against prejudice and hatred today. #HMD2025

Find out more at hmd.org.uk/lightthedarkness [*Facebook / LinkedIn*]

Follow @holocaustmemorialdaytrust to learn more [*Instagram*]

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I've placed a candle in my window to #LightTheDarkness on #HolocaustMemorialDay.

I remember the six million Jews murdered during the Holocaust and all those killed for their identity. I stand against prejudice and hatred around the world today. #HMD2025

[*Share a photo of your candle*]

Long form: Suitable Facebook, Instagram and LinkedIn.

Holocaust Memorial Day (HMD) shows us where prejudice can lead when it is normalised and encouraged. This year, HMD marks the 80th anniversary of the liberation of Auschwitz-Birkenau, the largest Nazi death camp, and the 30th anniversary of the genocide in Bosnia.

Today, we remember the 6 million Jews murdered during the Holocaust. We also commemorate the millions more people murdered through the Nazi persecution of other groups, and in the more recent genocides recognised by the UK government, and the genocide in Darfur.

Prejudice has not ended and there is much to do to create a better future.

#HMD2025 #HolocaustMemorialDay

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Holocaust Memorial Day (HMD) shows us where prejudice can lead when it is normalised and encouraged. **[Today / On 27 January]** we remember the 6 million Jews murdered during the Holocaust. We also commemorate the millions more people murdered through the Nazi persecution of other groups, and in the more recent genocides recognised by the UK government, and the genocide in Darfur.

Prejudice has not ended and there is much to do to create a better future.

#HMD2025 #HolocaustMemorialDay

Find out more at hmd.org.uk *[Facebook / LinkedIn]*

Follow [@holocaustmemorialdaytrust](https://www.instagram.com/holocaustmemorialdaytrust) to learn more *[Instagram]*

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Today we held an activity to mark #HolocaustMemorialDay

We remember the 6 million Jews murdered in the Holocaust. We also remember millions more people murdered through Nazi persecution of other groups, and in more recent genocides recognised by the UK government, and the genocide in Darfur.

#HMD2025

Find HMD activities near you using the interactive map at hmd.org.uk/take-part-in-holocaust-memorial-day/activities *[Facebook / LinkedIn]*

Follow [@holocaustmemorialdaytrust](https://www.instagram.com/holocaustmemorialdaytrust) to learn more *[Instagram]*