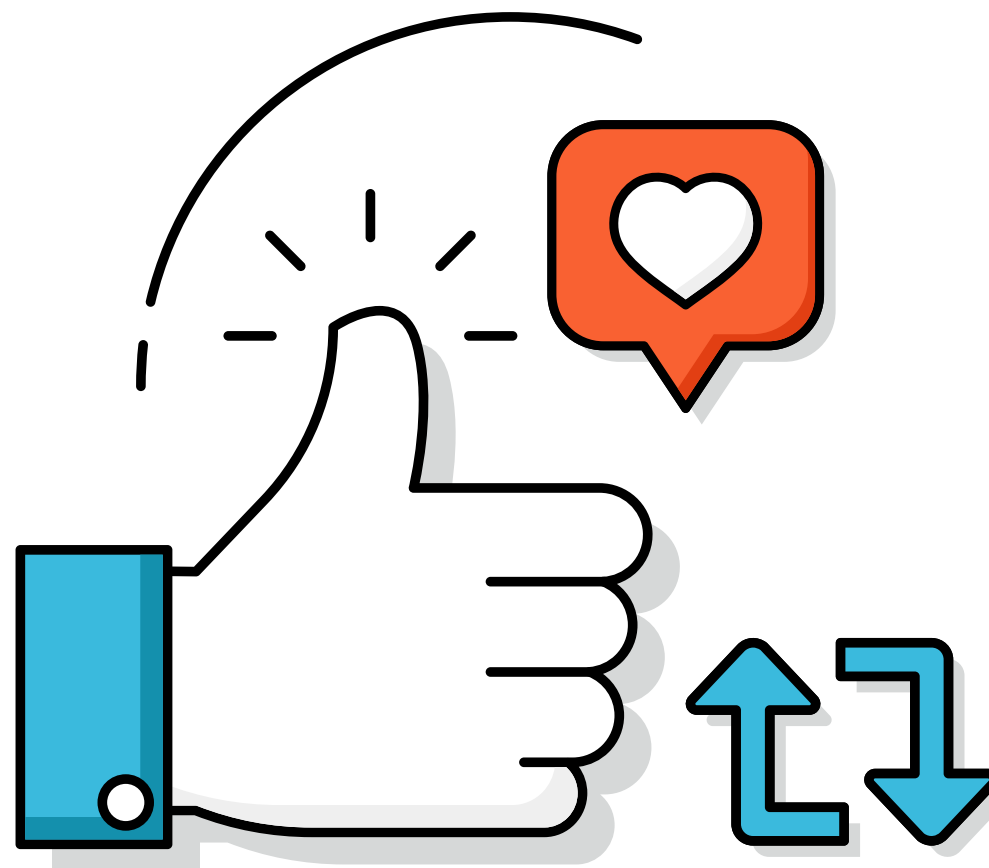




JOURNEY AROUND THE WORLD



Social Media Toolkit

We are looking forward to having you be part of the Journey around the World campaign! This is the such an exciting campaign for us, and we hope you will have an amazing time fundraising for EMpower and completing your challenge! Your social media activity can help us reach an even bigger audience, and help even more youth living in adverse circumstances in emerging market countries.

For questions, please contact Francine de Boer (fdeboer@empowerweb.org)



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EMpower

Your support means more than ever

Raise support through your feed!

"In times of crises, gender and economic inequality is often exacerbated. As countries respond to the coronavirus outbreak, it is critical that the needs of youth and girls be prioritised."

Cynthia Steele, EMpower President and CEO

What should you post?

- Selfies!
- Group pictures which show your challenge
- Short update videos and posts on what you're doing, and how you are supporting EMpower.



What shouldn't you post?

- Post anything without consent from everyone featured or indicated in the post.
- Post anything that compromises the dignity of the subjects.
- When tagging EMpower, refrain from using words that are not in line with our values. Remember that partnership and youth agency are at the core of our work.

Use: underserved, in low resource settings/circumstances, marginalised;

Avoid: poor, needy, at-risk

Examples of post

- I am participating in EMpower's @journeyforyouth campaign and have committed to [activity] a distance of [kms] in 6 weeks! Support my challenge by donating here [link]! All donations will go directly to improving the lives of youth living in emerging market countries!
- The EMpower [use correct tag] #journeyforyouth campaign has kicked off! For 4 weeks we will raise funds for the amazing work EMpower is doing to improve the lives of youth.
- [firm name] is a proud supporter of EMpower [use correct tag], and participant in the #journeyforyouth campaign! Click here [here] to support our team in raising funds to help marginalised youth through these challenging times! All donations will go directly to improving the lives of youth living in emerging market countries!
- The ramifications of COVID are disastrous, leaving long term effects of the communities where EMpower [use correct tag] works. Support my challenge to raise funds for EMpower here [link]
- COVID in #emergingmarkets: As the world recovers, girls and young women risk being left behind. With your support, we can make sure that doesn't happen. Donate to EMpower here: [link]

#Hashtags and Post

Using relevant hashtags can make a really big difference to who see's your post, how big your reach is, and how far your important message travels. Using hashtags can help you reach the audiences you want to be hearing your message!

Campaign hashtag: #Journeyforyouth

Other hashtags to use: #philanthropy #empoweringyouth
#emergingmarkets #change #dogood #socialgood #charity

