EMpower

JOURNEY AROUND THE WORLD

2024

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.

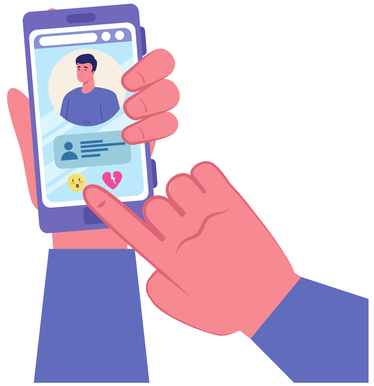
For questions, please contact Shaala Bawa (sbawa@empowerweb.org)

	@empowerweb
	@empower_foundation
	@empowerweb
	@empowerweb
	www.empowerweb.org

EMpower

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;

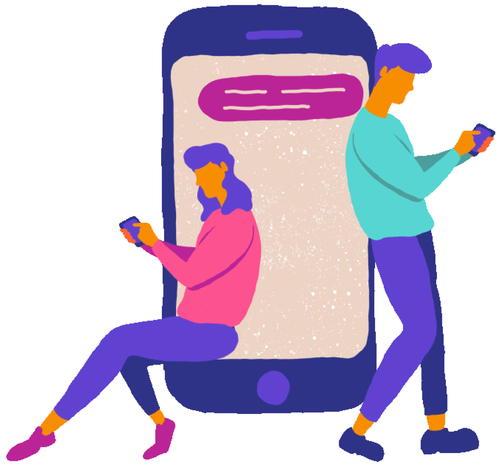
Avoid: poor, needy, at-risk

Examples of post

- I am participating in EMpower's @JoinTheJourney campaign and have committed to [activity] a distance of [kms] in 5 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] #jJoinTheJourney campaign has kicked off! For 5 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 #JoinTheJourney campaign! Click here [here] to support our team in raising funds to help marginalised youth! All donations will go directly to improving the lives of youth living in emerging market countries!
- Join me in EMpower's #JoinTheJourney to raise funds for marginalised young people around the world! Get ready to #dogood and donate here [link]
- Help raise funds for young girls and women in #emergingmarket countries. Support EMpower in creating thriving communities around the world. Donate today: [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: #JoinTheJourney

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