

WOMEN'S INTERNATIONAL LEAGUE FOR **PEACE & FREEDOM**



Cheat sheet: guide to spreading the #MoveTheMoney message on social media

To ensure that we collectively spread the word about the need to #MoveTheMoney from war to peace and gender justice, WILPF/PeaceWomen has put together this guide to help stakeholders and the wider community actively engage with social media. We have included a “how-to” guide on Facebook and Twitter, and some general guidelines for posting to get you started!

Please always share your media initiatives with WILPF/PeaceWomen (Twitter: [@Peace_Women](https://twitter.com/Peace_Women); Facebook: [@WILPFPeaceWomen](https://www.facebook.com/WILPFPeaceWomen)), so we can in turn promote your work through our own social media accounts.

What is the #MoveTheMoney hashtag about?

- In 2015, global military spending was about \$1.6 trillion; Meanwhile, only 2% of aid on peace and security targeted gender equality; and funding of gender equality and women's empowerment remains drastically underfunded.
- Investing trillions in arms and only pennies for peace leads to violence and war. If the international community wants peace, it needs to invest more in gender equality and social justice policies and movements instead.
- That's why it's time to #MoveTheMoney from funding economies of war to economies of gender justice and peace!
- Read more about WILPF's new project highlighting the need to #MoveTheMoney: www.peacewomen.org/WPS-Financing

Our demands: what do we want?

- WILPF's goal with the #MoveTheMoney hashtag and WPS Financing Project is to stimulate discussion, advocacy and action among civil society, and to push the UN, member states, and international financial institutions to:
 - 1) recognise how funding priorities either strengthen or undermine gender equality and peace, and
 - 2) shift their funding focus from economies of war to economies of gender justice and peace
- More specifically, we call for the international community to:
 - Invest in gender-responsive budgeting
 - Fully finance National Action Plans with clear budgets

WOMEN'S INTERNATIONAL LEAGUE FOR **PEACE & FREEDOM**



- Ensure transparency and accountability in defence/military budgets
- Invest in civil society-inclusive UN funds such as the Global Acceleration Instrument (GAI)

Who is the target audience of the #MoveTheMoney project?

- Civil society: The feminist peace movement, women peace activists, women human rights defenders, and activists working on other social justice issues including indigenous, worker, racial and ethnic, LGBTQI, environmental, and development justice;
- Member States: Mission and national-level policymakers, and key donors
- The UN System, including Peacebuilding and related funds
- Media, both international and national; and
- Other: including international financial institutions (i.e. World Bank, IMF) and transnational corporations

Key messages we want to spread on social media

- You Get What You Pay For: Investing trillions in arms and pennies for peace leads to violence and war
- Guns don't promote security; gender equality does
- Move the Money: Invest in gender equality and feminist movement-building for peace

Please keep reading for examples of how to spread these messages in Facebook posts and Tweets!

General guidelines on social media promotion of the #MoveTheMoney message:

- Always use the hashtag #MovetheMoney when referencing the WPS Financing Project and Move The Money Campaign on social media
- Tag WILPF/PeaceWomen in any Facebook or Twitter content you post about the #MoveTheMoney project of Women, Peace and Security Financing.
- Always use the hashtag #MovetheMoney when referencing WPS Financing Project and Move The Money Campaign
- Retweet and Favorite tweets from @Peace_Women
- Interact with @Peace_Women and @WILPF on Twitter
- Share, like and comment on Facebook content about the #MoveTheMoney project from WILPF/PeaceWomen on Facebook

WOMEN'S INTERNATIONAL LEAGUE FOR **PEACE & FREEDOM**





Some sample tweets you get you started:

- The world spent \$1.6trillion on the military last year! I'd rather #MoveTheMoney to fund #peace and #genderequality
- Investing trillions in #arms and pennies for #peace leads to violence and #war. It's time to #MoveTheMoney
- Stopping war starts with a decision to #MoveTheMoney to funding equality and peace. Learn more: www.peacewomen.org/wps-financing
- We must prioritise #peace to build just and equal societies. That starts with a decision to #MoveTheMoney
- If #SDG16 is to become a reality, we must prioritise gender equality and #MoveTheMoney
- It's time to #MoveTheMoney from violence to #Women #Peace and #Security initiatives. #WPS #UNSCR1325
- Time to #MoveTheMoney from war to peace, to fund National Action Plans to implement UNSCR1325 on Women, Peace and Security #WPS
- Investing in #peace will secure a truly sustainable global future... But to do this, we need to #MoveTheMoney
- Nigeria's military budget = USD\$2,071,000,000. This amount could provide college scholarships for 15m girls. #MoveTheMoney
- Australia's military budget= \$23,600,000,000. That could cover the cost of resettling 435k Syrian refugees in Australia. #MoveTheMoney #BringThemHere
- The USA's military spend last year? \$596,000,000,000. But no allocated budget for its #NationalActionPlan for action on #WPS. #MoveTheMoney
- The UK's military spend last year= USD\$55,500,000,000,000. But it hasn't allocated a budget for its #NAP on women, peace and security. #MoveTheMoney
- Burkina Faso's 2015 military budget? USD\$166,000,000. Its budget for implementing its #NationalActionPlan on #WPS? \$3.6m. #MoveTheMoney
- #Gambia set a budget of just \$561,500 for implementing its #NationalActionPlan on #Women, peace and security. We need to #movethemoney to fund a bigger budget. #WPS #1325
- Ukraine's total budget for implementing the #WPS #NAP on #UNSCR1325 = \$577,23. Its military budget = USD\$3,622,000,000! #MoveTheMoney #women #peace
- Egypt's military budget is USD\$5,477,000,000. But it hasn't paid a cent to create a #NAP on Women, Peace and Security! #MoveTheMoney #1325

WOMEN'S INTERNATIONAL LEAGUE FOR PEACE & FREEDOM



YOU GET WHAT YOU PAY FOR!	
\$ 596,000,000,000	
	<p>Military expenditure</p> <p>The USA spends USD\$596,000,000,000 on the military, including armed forces and peacekeeping forces, defence ministries, paramilitary forces, and military space activities.</p>
VS.	
<p>Funding the SDGs</p> <p>This amount could significantly support the Sustainable Development Goals (SDGs) meet their targets, including on peace and gender equality, as it costs \$4.5 trillion per year in state spending, investment and aid to meet the SDGs in an inclusive manner.</p>	
<div style="display: flex; justify-content: space-around;"> <div style="width: 45%;"> <p style="text-align: center;">NAP 1325</p> <p>The United States of America NAP does not include an allocated or estimated budget and there are no other financial resource consideration references within the NAP.</p> </div> <div style="width: 45%;"> <p style="text-align: center;">WPS commitments</p> <p>The USA made no specific financial commitments on Women, Peace and Security in 2015.</p> </div> </div>	

Tip: You can use the [PeaceWomen World Map country profiles \(http://www.peacewomen.org/countries and regions/all\)](http://www.peacewomen.org/countries_and_regions/all) to find your own country's statistics on military spending vs. peaceful alternative expenditures, as in the US example pictured above.

Facebook and Twitter Profile picture

To promote the #MoveTheMoney message, we suggest that you use the #MoveTheMoney profile picture graphic (available on the Women, Peace and Security Interactive Toolkit on WILPF/PeaceWomen's website) as your profile picture. This would be particularly powerful around the time of the toolkit's launch from 8-11 September, 2016.



Facebook cover photo

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To promote the #MoveTheMoney message, we suggest that you use the #MoveTheMoney cover photo graphic (available on the Women, Peace and Security Interactive Toolkit on WILPF/PeaceWomen's website] as your cover photo. This would be particularly powerful around the time of the toolkit's launch from 8-11 September, 2016.



Facebook memes

We have created a series of memes (shareable images) for dissemination on Facebook.

To promote the #MoveTheMoney message, we suggest that you post one or more of these images on your Facebook wall and tag friends or colleagues who may be interested in the #MoveTheMoney message!

Two examples of these memes are below. The entire set of five memes is downloadable from the www.peacewomen.org/wps-financing website.



WOMEN'S INTERNATIONAL LEAGUE FOR **PEACE & FREEDOM**



The USA spent **\$596 billion**
on its military last year.



That sum could pay for the
Sustainable Development Goal
of eradicating extreme poverty...
for nine years.

#MoveTheMoney: www.peacewomen.org/wps-financing



**“We reject the suggestion that
there is no money for gender justice.”**

- Abigail Ruane, WILPF/PeaceWomen

**It's time to invest in peace and gender equality.
It's time to #movethemoney.**

Learn more: www.peacewomen.org/wps-financing

Twitter cover photo

To promote the #MoveTheMoney message, we suggest that you use the #MoveTheMoney Twitter graphic (available on the Women, Peace and Security Interactive Toolkit on WILPF/PeaceWomen's website) as your Twitter picture. This would be particularly powerful around the time of the toolkit's launch from 8-11 September, 2016.

The world spent more than \$1.6 trillion last year on war.
It's time to **#MoveTheMoney.**

