

WILPF SOCIAL MEDIA PACKAGE

USING SOCIAL MEDIA TO MOBILISE ACTION FOR THE SDGS
TO WORK FOR WOMEN IN CONFLICT SETTINGS

WILPF Social Media Toolkit for the High Level Political Forum 2017

Find the entire activist toolkit on: www.peacewomen.org/wilpf_and_sdgs

The UN High Level Political Forum is taking place from 10 to 19 July 2017. We need to strengthen and mobilise women-led local initiatives if the SDGs are to become more than fluffy promises before 2030.

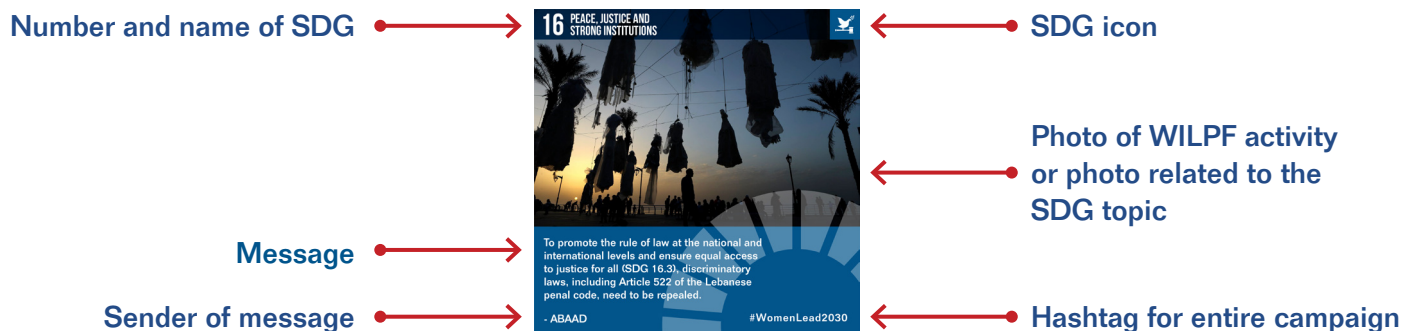
KEY MESSAGES

A universal agenda means SDGs that work for women and girls in conflict. This requires:

- Women's meaningful participation: Political and financial support for national, regional and global civil society engagement mechanisms to ensure local women's meaningful participation for justice with impact (consistent with Rio Principle 10)
- Extra-territorial accountability: National reporting and action to eliminate SGBV (SDG 5.2) due to arms (16.4) (consistent with the Arms Trade Treaty gender criterion)
- Peace financing: National reporting on military versus social expenditure (SDG 17.2) and action to #MoveTheMoney from war to gender equality (consistent with Beijing Platform (E2) and Agenda 21 (22.16))
- Enabling environment: International financial architecture that creates the conditions to respect, protect and fulfill human rights by addressing systemic issues, including gender inequality and arms proliferation

THE CORE OF THE CAMPAIGN

WILPF has developed 17 social media "tiles" for our High Level Political Forum campaign 2017.

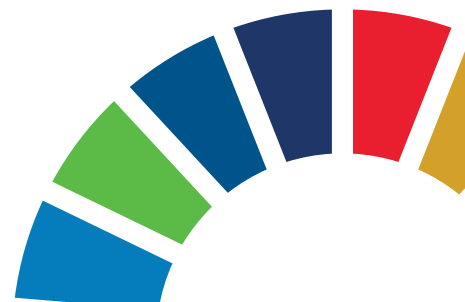


FOLLOW THESE STEPS

- 1 **Go to** www.peacewomen.org/wilpf_and_sdgs and **download** the tiles you wish to share
- 2 **Share** them on your social media channels and **tag** WILPF and its Women, Peace and Security Programme, "PeaceWomen" (Twitter: @WILPF and @Peace_Women; Facebook: @WILPF and @WILPFPeaceWomen; Instagram @wilpf)
- 3 Use the **hashtags**: #WomenLead2030 and #MovetheMoney
- 4 Encourage your **friends** and **followers** to do the same!



WOMEN'S INTERNATIONAL LEAGUE FOR
PEACE & FREEDOM



FACEBOOK AND TWITTER PROFILE PICTURE



To promote WILPF's HLPF message, we suggest that you use the "WILPF and the SDGs" Facebook Profile Picture image as your profile picture while we run the campaign. This would be most powerful around the time of the HLPF from 10-19 July 2017.

[Download the Facebook Profile Picture on www.peacewomen.org/wilpf_and_sdgs](http://www.peacewomen.org/wilpf_and_sdgs)

General guidelines on social media promotion of the HLPF Campaign on Local Action message:

- Always use the hashtags #MovetheMoney and #WomenLead2030.
- Tag WILPF and/or PeaceWomen in any Facebook or Twitter content you post.
- Retweet and like tweets from @Peace_Women and @WILPF.
- Share, like and comment on Facebook content about the HLPF Campaign on Making the SDGs work for Women in Conflict.

SOME SAMPLE TWEETS AND FACEBOOK POSTS TO GET YOU STARTED



SDG 5



#Civilsociety organisations like @WILPF know how to enact the Dayton Peace Agreement for the Bosnia and Herzegovina #conflict. Discover how by reading <http://bit.ly/2rwqVds> #MoveTheMoney #WomenLead2030



Read about how #civilsociety organisations think #peace agreements should happen: <http://bit.ly/2rwqVds> @WILPF #MoveTheMoney #WomenLead2030



SDG 16



#Civilsociety and #feministorganisations like @abaadmena helped abolish the #rape law in #Lebanon. Read how they did it <http://bit.ly/2gwazqS> #MoveTheMoney #WomenLead2030



Read how #feministorganisations helped abolish the #Lebanese #rape law: <http://bit.ly/2gwazqS> @AbaadMENA #MoveTheMoney #WomenLead2030



SDG 17



Lack of funding for #feministorganisations affects #women and contributes to the #feminisation of poverty and deepening #genderinequalities within #society. Read more here <http://bit.ly/2so3uAj> #MoveTheMoney #WomenLead2030



Read how the lack of #feministorganisations funding affects #womens #participation <http://bit.ly/2so3uAj> #MoveTheMoney #WomenLead2030

