

Social Media Toolkit

We are looking forward to having you be part of the Journey around the World campaign! This is 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)



[@empower_foundation](https://www.instagram.com/empower_foundation)



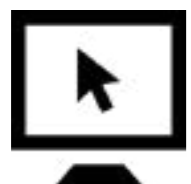
[@empowerweb](https://twitter.com/empowerweb)



[@empowerweb](https://www.facebook.com/empowerweb)



[Empower – the Emerging Markets Foundation](https://www.linkedin.com/company/empower-the-emerging-markets-foundation)



Empowerweb.org





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

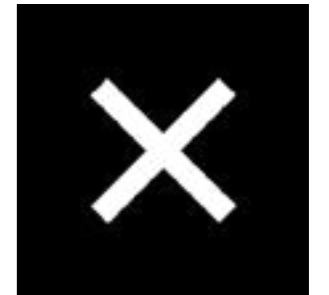


What should you post?



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

What shouldn't you post?



- 1) Post anything without consent from everyone featured or indicated in the post.
- 2) Post anything that compromises the dignity of the subjects.
- 3) 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

Get as creative as you like with how you show your support!

Examples of posts

- 1** 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!
- 2** The EMpower [use correct tag] #journeyforyouth campaign has kicked off! For six weeks we will cover 25k miles to raise funds for the amazing work EMpower is doing to improve the lives of youth. Support EMpower here [link]!
- 3** [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!
- 4** The ramifications of COVID are becoming more disastrous, leaving long term effects of the communities where EMpower [use correct tag] works. Support my challenge to raise funds for EMpower here [link]
- 5** COVID in #emergingmarkets: Girls and women are disproportionately affected, high-density settings make social distancing impossible, livelihoods are hit especially hard. EMpower [use correct tag] tries to mitigate these challenges, and you can help: [link]



HASHTAGS AND STORIES



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

Short Instagram stories and highlight videos for your page. How to create a Story:

- Open the Instagram app and tap the camera icon button of your home screen.
- Tap the circle button at the bottom of the screen to take photos or tap and hold to record a video.
- Edit the photos or videos with text or add a drawing as you normally would.
- Bring your story to life by adding GIFs and emojis!
- Engage your audience by adding polls and questions relating to youth empowerment!
- Tag @empower_foundation and #journeyforyouth in all of your posts so that we can like and repost!

