



WOMEN FOR WOMEN
INTERNATIONAL



#PowerToChange Social Media Toolkit

International Women's Day & Women's History Month 2023





Women have the power to change the world. We know this because we have witnessed the incredible power of women every day for the past 30 years. In the face of inequality and conflict, the women survivors of war we work with rise up and transform not only their own lives but their whole communities.

They have the #PowerToChange, and so do you!

This is a very special **International Women's Day** for Women for Women International as it coincides with our **30th anniversary**. We want to encourage more people than ever to stand up, speak up and join a global movement to create a better world for women everywhere. Keep reading to find out how you can use your #PowerToChange this March and encourage your friends and family to do the same.

Key dates:

- 1st - 31st March – Women's History Month
- 8th March – International Women's Day

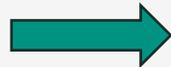




Ways to get involved on social media

1. Post a woman who inspires you to use your #PowerToChange and ask your followers to do the same
2. Download our free Women's History Month Calendar
3. Find out what type of activist you are and share your results on social media.
4. Spread the word about our #PowerToChange Events

See the next slides for draft copy and links to assets.





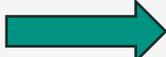
Share a woman who inspires you to use your #PowerToChange

Join our supporters and team around the globe during the month of March and share a woman who inspires you to use your power to create change and ask your friends and family to do the same.

Tag **@womenforwomen** and use the hashtag **#PowerToChange**.

It can be a woman you know, an activist, a historical figure or a celebrity – anyone that you admire!

You can post a photo of her or a video telling your followers why you chose her.

See the next slides for example copy. 





Share a woman who inspires you to use your #PowerToChange

Example copy

- I admire Malala Yousafzai for using her power to courageously defend girls' right to education. Join me in celebrating International Women's Day with @womenforwomen and light up the internet with the inspiring power of women from around the world. Post a woman who inspires you using the hashtag #PowerToChange and tag @womenforwomen.
- @womenforwomen is celebrating its 30th birthday 🎂! That's 30 years of serving women in countries affected by war and conflict, helping them to uncover their inner power and build brighter futures for themselves. ★ I'm celebrating this milestone with Women for Women International by lighting up the internet with the inspirational power of women. Join me and post a woman who inspires you with the hashtag #PowerToChange and tagging @womenforwomen. It can be a friend or a family member, an activist, a historical figure or a celebrity – anyone that you admire!
- I am so inspired by Amal Clooney for using her power to stand up for human rights and defend survivors of war and conflict. This #WomensHistoryMonth, let's light up the internet with the power of women. ✨ Share a woman who inspires you and make sure to use the hashtag #PowerToChange and tag @womenforwomen.



What type of activist are you?' Quiz

This quiz will help you discover your activism style so that you can use your strengths for greater impact.

Upon finishing the quiz you'll even be given customized tips to help you harness your #PowerToChange.

Once you have received your results, why not share them with your followers and encourage them to take part too?

[Take the quiz.](#)





What type of activist are you?' Quiz

Example copy

- My activism style is...[enter results]. The power to make a small but mighty difference lies within us all. Whether you raise vital funds for a cause close to your heart, sign petitions, initiate conversation, or take to the streets in protest, your activism can help build a brighter and more equal future for everyone. ★ Take @womenforwomen's 'What Type of Activist Are You' quiz to learn more about your activism style and receive helpful tips to maximize your impact. 📱 Go to @womenforwomen's profile to learn more. #PowerToChange
- Though we may have different styles when it comes to our activism, each of us has the power to create positive change in the world and help accelerate progress for women's rights. 📱 What's your activism style? Mine is [enter activism style]. Find out your activism style by taking @womenforwomen's online quiz. #PowerToChange. Go to @womenforwomen's profile to learn more.

Link: <https://www.womenforwomen.org/what-your-activism-style>

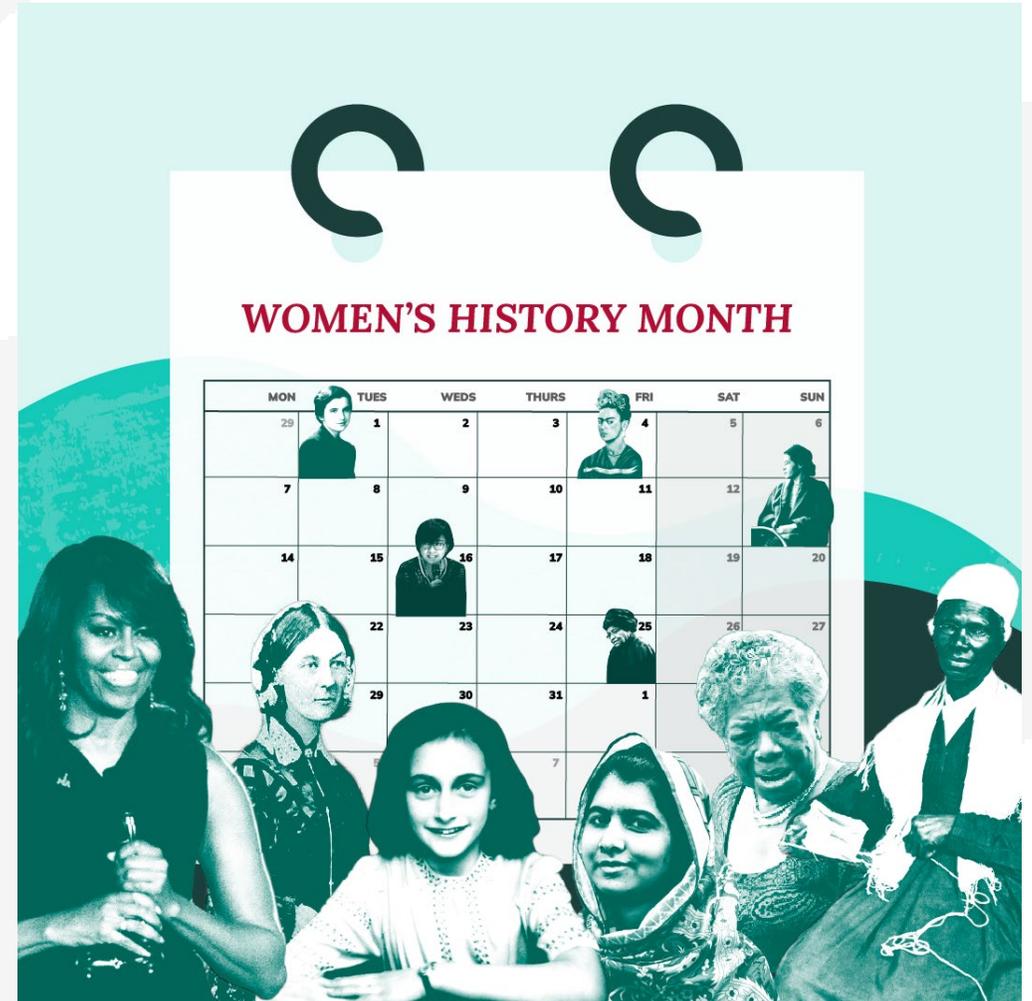


Women's History Month Calendar

Our Women's History Month Calendar is a free resource including:

- interactive events
- inspiring resources
- actions to take to create a better world for women everywhere

Help us spread the message about the calendar by posting about it on your channels.





Women's History Month Calendar

You can find **videos and graphics** to share on your channels [here](#).

Draft copy

- Are you ready to celebrate the power of women this Women's History Month? @womenforwomen is celebrating the contributions of women change-makers around the globe, using their #PowerToChange our world. 🌍 ✊. Download @womenforwomen's free Women's History Month calendar and get involved in activities that will inspire you to use your power!
- Women's History Month is a time to recognise the women who came before us - their actions, their voices, and achievements. It's also time for us to take action and use our own power to create change.
 - 📅 Start today by downloading @womenforwomen's free calendar full of:
 - 👉 interactive events
 - 👉 inspiring resources
 - 👉 actions you can take to create a better world for women everywhere and much more!
 - Link in bio 📌.

Link: <https://www.womenforwomen.org/will-you-use-your-powertochange>

Thank You!



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