

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 2018

MOBILISING AWARENESS AND ACTION TO MAKE THE SDGS WORK FOR WOMEN AND GIRLS IN CONFLICT SITUATIONS

The Sustainable Development Goals (SDGs) are an important tool for addressing the conflict prevention gap and moving from political economies of war to political economies of peace and gender justice. Sustainable Development can only be successful if structural barriers, including gendered inequalities, are addressed for every person everywhere, including in conflict areas.

Therefore, WILPF has put together *this guide* to mobilise Member States, the UN and the international community's recognition of local women's work and to strengthen action that implements the SDGs in a way that works for women in conflict situations. Together, 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:** Peace and development work should be *reoriented around local women's experiences and voices* for justice and rights;
- **Extra-territorial accountability:** Member States have to recognise their *extraterritorial obligations* when it comes to supporting the SDG implementation in conflict countries;
- **Peace financing:** The international financial architecture should *shift its priorities* in order to address systemic issues, including gender inequality and the proliferation of arms, and create the conditions necessary to respect, protect and fulfill human rights;
- **Enabling environment:** the International financial architecture *must create the conditions to respect, protect and fulfill human rights* by addressing systemic issues, including gender inequality and arms proliferation.

THE CORE OF THE CAMPAIGN

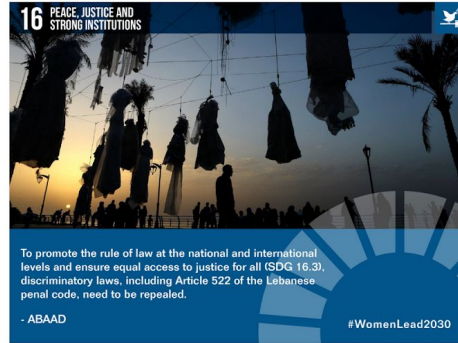
We have developed [17 visuals](#) for you to use on social media to raise awareness: one for each SDG. Each visual highlights some of our many local WILPF and partner actions. All visuals are downloadable in dimensions fitting to Facebook, Twitter and Instagram.



WOMEN'S INTERNATIONAL LEAGUE FOR
PEACE & FREEDOM



Number & Name of
SDG →



← SDG Icon

← Photo of WILPF activity
or photo related to
← SDG topic

Message →

Message Sender →

← Hashtag for
Campaign

All visuals are available [here](#)>>

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!

FACEBOOK AND TWITTER PROFILE PICTURE



WILPF & SDGs

To promote WILPF’s HILPF message, we suggest that you use the “WILPF and the SDGs” Facebook Profile Picture image as your profile picture while we run the campaign.

Download the Facebook Profile Picture on www.peacewomen.org/wilpf_and_sdgs

SOME SAMPLE TWEETS AND FACEBOOK POSTS TO GET YOU STARTED



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

#MoveTheMoney #WomenLead2030 #SDG17

Twitter: Learn about the ways to prevent #feminisation of poverty and ensure gender equality as the key investment priority at: <http://bit.ly/2so3uAj> **#MoveTheMoney #WomenLead2030 #SDG17**