



#RISEforChange Social Media Toolkit

Welcome to the #RISEforChange campaign! Throughout March, we are calling attention to the urgent need to take action for the rights of girls and women. As we mark the 50th anniversary of International Women's Day, we are shining a light on the alarming backsliding of rights for girls and women and highlighting the need to RISE for Change.

The campaign will spotlight key areas where action is needed including:

- Right to Quality Education
- Financial Inclusion
- Digital Inclusion
- Climate Action
- Safety and Security

We invite YOU to take part by sharing your voice, your story, and your call to action. Join the movement by posting on social media using #RISEforChange and help amplify the message that progress for girls and women cannot wait!

How to Get Involved

1. Share Your Story

Your voice matters! Tell us why you believe it's time to RISEforChange and take action for girls' and women's rights. Here are some ideas:

- Share a personal experience related to education, financial inclusion, digital inclusion, or climate action, safety and security, reproductive rights, mental wellbeing and other related issues
- Highlight a girl or woman whose leadership has inspired you.
- Post a short video or text post explaining why you are a part of the movement.

2. Use Your Creativity

Express yourself through:

- Art (drawings, paintings, digital graphics)
- Poetry & Writing (short reflections, personal stories)
- Music & Dance (a song, choreography, or spoken word piece)

3. Hop on a Trend

Engage with trending social media formats to bring the campaign to life:

- Reels/TikToks: Create a quick video about why action is needed now.
- Photo Carousels: Share images and facts about the issues you care about.
- Duet/Reacts: Respond to relevant videos or speeches about gender equality and action for girls.



4. Amplify Key Messages

Use this Social Media toolkit. Share [pre-made graphics](#) and [templates](#) that highlight the core messages of the campaign. Customize with your own captions and tag @GirlRising so we can reshare your content!