

# INVESTING IN WOMEN'S MOVEMENTS KEY TO ACHIEVING GENDER EQUALITY

Photo: Torstein Grude

## THE BILL & MELINDA GATES FOUNDATION | PARTNER SOCIAL MEDIA TOOLKIT

### BACKGROUND

Equality for women and girls is at the heart of global development, and it's more urgent now than ever. For the first time, leaders of 193 nations have pledged—through the Sustainable Development Goals (SDGs)—to end gender inequality in all forms by 2030. We must start by removing barriers for women, in policy and on the ground, to ensure that half the world's population has an equal chance to live, grow, and be valued.

Women's movements are igniting real, lasting impact, starting with the smallest sparks. Inch by inch, female leaders, women's organizations, and platforms are increasing equality and opportunity in their communities and countries. We're standing side by side with them—because an equal world is a greater world, and because we believe in women's power to get us there. This is [#HowEqualityHappens](#).

This toolkit provides social media content to promote the power of women's movements ahead of the [Goalkeepers Event](#) taking place on [September 20](#) alongside the UN General Assembly. It also contains embargoed social media content that should coincide with the announcement itself on September 20. Thank you for your partnership as we make this exciting announcement.

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*This document is intended to provide key information and suggested social media posts for you to help us spread the word about the power of women's movements.*

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### KEY MESSAGES

- Inch by inch, women's movements around the world are making equality happen in their communities.
- Women's movements are critical to getting us closer to achieving gender equality in communities and in countries.

### CAMPAIGN DETAILS

- The campaign hashtag is [#HowEqualityHappens](#)
- The foundation will be making a formal announcement about women's movements on [September 20](#) from [9:15–10:15 am ET](#).
- This announcement will take place as part of [Goalkeepers](#), an overarching campaign to be launched in September by the Bill & Melinda Gates Foundation. It will include a data report, digital media content, and an inaugural influencer event in New York City on September 20, timed with the UN General Assembly. Goalkeepers are the leaders and influencers dedicated to accelerating progress towards the SDGs. They will raise awareness of the stories and the data behind the Goals, hold themselves and their leaders accountable for these commitments, and drive investment and action towards achieving the SDGs.

### FIND US ONLINE



[@gatesfoundation](#)



[The Bill & Melinda Gates Foundation](#)

### IMPORTANT LINK

**Visual Assets:** Please find images and gifs [here](#).

### SOCIAL POSTS FOR SEP 18-19

The goal over the next two days is to generate awareness and create excitement around the impact of women's movements, in the lead up to UN General Assembly and the Goalkeepers event hosted by the Bill & Melinda Gates Foundation on September 20.

To make things easy for you, we've suggested several sample posts, which you can easily copy and paste into your Twitter, Facebook, or Instagram. We have provided shareable content (images and GIFs) you can add to each post.

## SUGGESTED POSTS

### Twitter

- To get us closer to a truly equal world, we must harness the power of women's movements + their leaders. #HowEqualityHappens
- Do you know #HowEqualityHappens? It's simpler than you think: Every day individuals and orgs are making progress on gender equality.
- Progress requires movement – women's movements, that is. Starting with small actions can lead to great impact. #HowEqualityHappens
- Inch by inch, women are tackling gender inequality. Because they know firsthand that an equal world is a greater world. #HowEqualityHappens
- Women's movements know firsthand how to best tackle the barriers in their own communities. This is #HowEqualityHappens
- We are proud to stand with women leaders who are tackling barriers that prevent women and girls from thriving. #HowEqualityHappens

### Facebook

- Progress toward gender equality starts with movement – women's movements, that is. They are closest to their communities and the drivers of significant impact. They are #HowEqualityHappens.
- Women's movements are #HowEqualityHappens – they've been progressing inch by inch toward gender equality and we're thrilled to stand side by side with these organizations and the women who lead them.
- When you think about #HowEqualityHappens, do you think women's movements? You should. Women's rights advocates, grassroots organizations, and the women who lead them are getting us closer to achieving gender equality, often on a shoe-string budget. Today, and every day, let's celebrate how they're getting us closer to gender equality.
- For decades, women's rights advocates, grassroots organizations and the women and girls who lead them have been tackling the most pressing issues in their community, from lack of access to contraceptives to inclusion in their local and national economy. #HowEqualityHappens
- If we are to truly achieve gender equality, we have to invest in organizations and people that are making an impact. So often, these are women and girls leading movements, whose name you may not recognize, but they decided to be that someone who takes the first step. #HowEqualityHappens
- We will only be successful in tackling gender equality if we support the groups and movements that understand the unique challenges women and girls face. #HowEqualityHappens

### Images & GIFs

- Please find images and gifs [here](#).
- These images are designed to be included in your posts to Twitter, Facebook, or Instagram, boosting visibility and engagement.



# EMARGOED SOCIAL POSTS FOR SEPT 20 AFTER 10:00 AM ET

**\*\*Do not publish any of the below posts until the announcement is formally made on September 20 after 10 am ET\*\***

## KEY MESSAGES

- Women’s movements have been making progress toward gender equality for decades, despite a lack of resources. Imagine what they could do if they had the resources and support they need.
- On Wednesday, **September 20** at the Goalkeepers event in New York, the foundation is announcing a financial commitment in support of women’s movements.

## IMPORTANT LINKS

**Visual Assets:** Please find images and gifs [here](#).

**Watch the announcement:** live on September 20, [here](#).

**Medium post:** on the funding announcement [here](#).

**Follow live tweeting:** from the event on September 20 [here](#).

## SUGGESTED POSTS

### Twitter

- Right now, @MelindaGates is announcing a new commitment to women’s movements. Watch with us: <https://www.youtube.com/user/GatesFoundation>
- Exciting news: The @gatesfoundation has pledged \$20 million to support women’s movements <http://gates.ly/2f8faVM> #HowEqualityHappens 🙌
- The @gatesfoundation is doubling down on its commitment to women’s movements + gender equality <http://gates.ly/2f8faVM> #HowEqualityHappens 🙌
- The @gatesfoundation is joining the Netherlands and Canada in investing in women’s movements. <http://gates.ly/2f8faVM> #HowEqualityHappens
- Just announced: The @gatesfoundation is committing \$20m toward gender equality 🙌 through ➡ women’s movements. #HowEqualityHappens 🙌
- Great news: Investing in women’s movements can help accelerate progress on #SDG5. <http://gates.ly/2f8faVM> #HowEqualityHappens
- We stand with @MelindaGates and the @gatesfoundation in supporting the amazing work of women’s movements. #HowEqualityHappens

### Facebook

- Grassroots women’s movements are making equality happen in their community day in and day out. [The Bill & Melinda Gates Foundation](#) made a \$20 million commitment today to support their work to tackle barriers facing women and girls in their community. #HowEqualityHappens <include Melinda photo/quote>

- Exciting news: [The Bill & Melinda Gates Foundation](#) just made a \$20 million commitment to funding local organizations, platforms, and campaigns to increase gender equality, doubling down on the power of women’s movements. Read more about why women’s movements are the key to knocking down barriers faced by women and girls and achieving gender equality: <http://gates.ly/2f8faVM> #HowEqualityHappens
- How can we accelerate progress on gender equality? By supporting local women’s organizations and movements. Today the [Bill & Melinda Gates Foundation](#) made a \$20 million commitment to ensure these organizations and the women who lead them have the support they need to make the biggest impact. <http://gates.ly/2f8faVM> #HowEqualityHappens

### Images & GIFs

- Please find images and gifs [here](#).

