



SOCIAL MEDIA TOOLKIT

#EndFemicideNow

JOIN US FOR THE 16 DAYS OF ACTIVISM CAMPAIGN

During the 16 Days of activism, we will run a social media campaign creating awareness, provoking conversation, and engagement on femicide - what it is, why it happens and how to end it. The campaign will draw content from the [Femicide Publication](#) shared by Womankind's Policy & Communications team and the overall goal will be to sensitize educate and inform our target audience on femicide issues

Timeline Runs from 25th November to 10th December

Special Days to pay attention to:

- 25th Nov (Global Day to End GBV)
- 29th Nov(International Day on WHRDs)
- 3rd Dec(International Day on PWDs)
- 6th Dec(International Femicide Remembrance Day)
- 10th Dec(Human Rights Day)

Key Hashtags

- Primary hashtag - #EndFemicideNow
- Secondary hashtag - #16DaysofActivism #16Days

[DOWNLOAD](#) Social Media Graphics

[Twitter](#)

[Instagram](#)

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Social media post for 25th Nov (Global Day to End GBV)

Femicide is the most extreme manifestation of gender-based violence against women and girls, and it happens everywhere!

#EndFemicideNow is our call this #16DaysofActivism! Check out the facts and figures on the latest #Femicide publication
<https://www.womankind.org.uk/resource/an-overview-of-femicide-what-it-is-why-it-happens-and-how-to-end-it/>

Share widely! [Download video here](#) [Download IG REEL here](#)

Social Media post for 27th November

Did you know there's DIRECT and INDIRECT Femicide?

Femicide also stems from the patriarchal social structures that women encounter daily: from the police and justice courts to education, healthcare, and the media.

Read more <https://www.womankind.org.uk/resource/an-overview-of-femicide-what-it-is-why-it-happens-and-how-to-end-it/>

[Download graphic here](#)

Social media post for 29th Nov (International Day on WHRDs)

Today we celebrate the Women Human Rights Defenders! We applaud frontliners who raise their voice, defend the rights of women and girls, and hold leaders and governments accountable.

Tag a sister you would like to appreciate today! [Download graphic here](#)

Social Media post for 30th November

Despite contextual variations, all femicides are rooted in misogyny and gender discrimination. In our latest #Femicide publication, we do a deep dive on why femicide happens!

Read more (Insert link)

[Download graphic here](#)

Social media post for 3rd Dec(International Day on PWDs)

Today marks the annual observance of the International Day of People with Disabilities!

We take this day to remind our leaders & policy makers that the risk of femicide is higher for women in marginalised groups, such as women with disabilities!

#EndFemicideNow [Download graphic here](#)

Social media post for 6th December

While #femicide happens everywhere, there are higher femicide rates in countries or regions with significant gender inequality.

17,800 women were killed in Asia in 2021, compared to 17,200 in Africa and 7500 in the Americas #EndFemicideNow #16DaysofActivism

[Download GIFs here](#)

Social media post for 8th December

Femicide of women with disabilities 'remains a largely invisible problem, as data on this issue is not consistently collected' - @WomenEnabled

And for girls with disabilities, the danger is there from birth. #EndFemicideNow #16DaysofActivism

[Download graphic here](#)

Social media post for 10th December

It is the right for every woman and girl to live a life of no fear! We continue to call out our leaders, policy makers and the media to help #EndFemicideNow

Alongside feminist organisations and movements, we call for urgent action and recommends the following measures

[Download graphics here](#)

WHO TO TAG:

Women Rights Organisation	Policy Makers	Civil Society	Media
@ywli_info @FemnetProg @polycomdev @FOWODE_UGANDA @fidakenya @vwgrs @MEMPROWI @NawiAfrica @UAFAfrica @WomenEnabled	@UN_Women @unwomennepal @unwomenafrica @unwomenkenya	@GBVnet @thekhrc	@EveningStandard @guardian