

Social Media Toolkit

EMpower is excited for you take part in the EM GIVES Challenge – 4 Weeks to Change 1,000 Lives! As you participate, we encourage you to take advantage of your social media platforms and help spread the word. Your social media activity can not only help you reach your fundraising goal, but also allow our cause to reach a wider audience, and empower even more vulnerable young people in emerging market countries!



@EMpowerweb



@EMpowerweb



@EMpowerweb



@EMpower_Foundation

www.empowerweb.org



✓ What should you post?

- Selfies!
- Participating as a team or hosting an event? Share a group picture!
- Short update videos and posts on what you're doing, and how you are supporting EMpower.

✗ What shouldn't you post?

- Anything without consent from everyone featured or indicated in the post
- Anything that compromises the dignity of the subjects
- When tagging EMpower, refrain from using words that are not in line with our values. Remember that partnership and youth agency are at the core of our work.

NOTE:

When describing EMpower's work, avoid words like "poor", "needy", or "at-risk".
Instead, use "marginalized", "vulnerable", or "in low resources settings/circumstances"

Get as creative as you like with how you show your support!

Examples of posts

- 1 I am participating in the #EMGIVESChallenge for @empowerweb and have committed to raising \$[fundraising goal] in 4 weeks! Join me and support my challenge by donating here [link]. All donations will go directly to improving the lives of young people living in emerging market countries!
- 2 I am taking on the @empowerweb #EMGIVESChallenge! For four weeks, I will be fundraising to support EMpower's goal to raise \$100,000 to empower 1,000 of the most vulnerable young people in Latin America. Support EMpower and my fundraising here [link]!
- 3 [Firm name] is a proud supporter of @empowerweb, and a participant in the #EMGIVESChallenge! Click here [here] to support our corporate team in raising funds to help marginalized young people through these challenging times!
- 4 My team at [firm name] is taking on the #EMGIVESChallenge to support the vulnerable young people that have been particularly affected by COVID-19. Help us meet our fundraising goal of \$[fundraising goal] by donating today here [link]!
- 5 I am hosting a [event type] this weekend to help raise funds for @empowerweb as part of their #EMGIVESChallenge! Join me for this exciting event as we raise funds to empower 1,000 of the most vulnerable young people in Latin America that have been hard hit by COVID-19. [Link]

HASHTAGS AND STORIES



Using relevant **hashtags** can make a really big difference to who see's your post, how big your reach is, and how far your message travels. We encourage you to use our campaign hashtag and tag EMpower in all of your posts so that we can like and share!

Campaign hashtag: #EMGIVESChallenge

Other hashtags to use: #philanthropy #empoweringyouth #emergingmarkets #change #dogood #socialgood #charity

Posting short **Instagram stories** is a fun and easy way to engage your followers and share your fundraising progress!

How to create a Story:

- Open the Instagram app and tap the camera icon button of your home screen.
- Tap the circle button at the bottom of the screen to take photos or tap and hold to record a video.
- Edit the photos or videos with text, add drawings, or bring your story to life by adding GIFs and emojis!
- Engage your audience by adding polls and questions
- Tag @empower_foundation and #EMGIVESChallenge

