

# HERSTORY

## International Day of the Girl Social Media Advocacy

On October 11th, the world will celebrate International Day of the Girl, a day designated by the United Nations to “help galvanize worldwide enthusiasm for goals to better girls’ lives, providing an opportunity for them to show leadership and reach their full potential.”

Launched by two women-led nonprofit organizations, Global G.L.O.W. and LitWorld, the [HerStory Campaign](#) works in partnership with 52 community-based organizations in 27 countries to empower learning and support girls in pursuing their hopes and dreams. We invite you to take action with us on this year’s International Day of the Girl - Add your voice and join us in amplifying girls’ stories and strengths to create positive, community-based change!

### Take Action for Girls

1. **Amplify what HerStory Girls are Doing in their Communities:** Leading up to the Day of the Girl, HerStory Campaign partners Global G.L.O.W. and LitWorld will share digital content showcasing the impact girls are making in their communities from our on-the-ground programs in 27 countries.
2. **Tune into our live social media events:** The HerStory Campaign will host 2 live social media events from coast to coast:
  - o **Wednesday, Oct. 11th**, 2:00pm PDT / 5:00pm EDT: HerStory New York City Live Event at UN Women HQ streaming from LitWorld [Instagram](#)
  - o **Wednesday, Oct. 11th**, 4:00pm PDT / 7:00pm EDT: HerStory Santa Ana, CA Live Event streaming from Global G.L.O.W. [Instagram](#)
3. **Share What You Look Like When You Feel Strong:** On the Day of the Girl on Oct. 11th, post a short video or photo of yourself feeling strong using hashtag #HerStoryCampaign. Caption your photo with a word that describes your strength and how you want to use your strength to change the world.

[Here](#) are some sample strength stances we’ve already received!

[Click here](#) for all of our social graphics--please share with the sample messages below.



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## Here's How you Can Join the Conversation!

Make sure you follow HerStory Campaign Partners Global G.L.O.W. and LitWorld on social media:

Organization	Facebook	Twitter	Instagram	Website
Global GLOW	<a href="https://www.facebook.com/globalgirlsglow">@globalgirlsglow</a>	<a href="https://twitter.com/globalgirlsglow">@globalgirlsglow</a>	<a href="https://www.instagram.com/global_glow">@global_glow</a>	<a href="http://globalgirlsglow.org">globalgirlsglow.org</a>
LitWord	@litworld	@litworldsays	@litworld	<a href="http://litworld.org">litworld.org</a>

## Sample Social Media Messages

### Facebook/Instagram

- October 11 is #dayofthegirl! Stand with #HerStoryCampaign to support girls' progress everywhere. [[DOWNLOAD GIF](#)]
- With a strong voice, a girl becomes an advocate for herself, her community and her future. Stand with #HerStoryCampaign on October 11 for #dayofthegirl.
- Women and girls reinvest 90% of their income back into their families and communities. (Nike Foundation) #HerStoryCampaign strengthens women and girls' voices and gives them the tools to realize their dreams. [[DOWNLOAD PHOTO](#)]
- The #HerStoryCampaign celebrates women and girls from all over the world as change-makers in their communities.
- In Colombia, Paula is using her voice to finish school & work towards her dream of becoming an astronomer: [bit.ly/herstorypaula](http://bit.ly/herstorypaula) #HerStoryCampaign #DayoftheGirl
- #HerStoryCampaign girls in Jackson, Mississippi jump started school success for 450 students and families with backpacks filled with school supplies! And a Motivation 4 Education Advocacy Day! #DayoftheGirl [bit.ly/2hVRxRi](http://bit.ly/2hVRxRi)

### Twitter

- Happy #DayoftheGirl! Join the #HerStoryCampaign movement to ignite the power of girls everywhere. [[DOWNLOAD GRAPHIC](#)]
- Let's show the [insert world emoji] what girls are made of! For #DayoftheGirl, join #HerStoryCampaign by sharing your strength stance! [[DOWNLOAD PHOTO](#)]
- More than 130 million girls do not attend school @UNESCO. #HerStoryCampaign is changing this. #IDG2017 #DayoftheGirl [[DOWNLOAD PHOTO](#)]
- It takes determination to make change. In Peru, #HerStoryCampaign girls are advocating for clean water across their community. [[DOWNLOAD PHOTO](#)]
- Reading? Running? Drawing? What do you look like when you feel strong? Take a photo/vid with #HerStoryCampaign for #DayoftheGirl! [[DOWNLOAD PHOTO](#)]
- #HerStoryCampaign Moms in Nepal strengthen the voices of women & girls in their community. #DayoftheGirl Full video: [bit.ly/2xWEmVM](http://bit.ly/2xWEmVM)
- Saniya is using her voice to help and uplift others in Detroit: [bit.ly/herstorysaniya](http://bit.ly/herstorysaniya) #HerStoryCampaign #DayoftheGirl
- Girls are changing the world every day. Retweet to amplify their strength, creativity & hard work with us! #DayoftheGirl #HerStoryCampaign [[DOWNLOAD GIF](#)]