



International Day of the Girl 2014 Social media toolkit for *Girls Not Brides* members & partners

The theme for International Day of the Girl 2014 is “Empowering Adolescent Girls: Ending the Cycle of Violence”. It offers an opportunity to call for action against child marriage and to end violence against women and girls worldwide.

This social media toolkit contains sample messages for Twitter and Facebook, highlighting how child marriage is a form of violence against women and girls, and why it must be ended to allow adolescent girls to thrive.

When: 6-12 October 2014

Main hashtags: #IDG2014, #endchildmarriage

Other hashtags: #lead4girls, #post2015

Resources:

The *Girls Not Brides* team has created a Google folder where you can download a number of resources on child marriage, including infographics, photos and videos: <http://bit.ly/1qJCeYE>. We will continue adding to this folder in the lead up to Day of the Girl, so keep checking! Please email Sophie.Drouet@GirlsNotBrides.org if you would like to add your organisation’s materials on child marriage to this resource.

Sample messages for Twitter

Rallying messages for Day of the Girl

- On Day of the Girl, let’s raise our voices to call for #endchildmarriage, one of most pervasive forms of violence against girls. #IDG2014
- We won’t achieve #genderequality or end violence against women as long as millions are married off every year #IDG2014 #post2015
- #Childmarriage is part of a cycle of violence perpetrated against women and girls. We can’t #endVAW without #endchildmarriage. #IDG2014

Scope of child marriage

- 700 million women alive today were married before their 18th birthday. That’s roughly 10% of world’s population #endchildmarriage #IDG2014
- 280 million girls alive today are at risk of child marriage, according to @UNICEF <http://bit.ly/1IEGDKZ> #endchildmarriage #IDG2014
- If we don’t act now, 1.2 billion women & girls will have been married in childhood by 2050. <http://bit.ly/1IEGDKZ> #IDG2014

Why is child marriage a form of violence against girls?

- #Childmarriage leaves girls vulnerable to sexual, physical & emotional violence throughout their life <http://bit.ly/1bkss7x> #IDG2014

- Girls continue to have limited control over if, when & whom to marry or have children <http://bit.ly/1bkss7x> #IDG2014 #endchildmarriage
- #Childbrides are often pressured to become mothers at young age, leaving them unable to make decisions about their own bodies. #IDG2014
- Girls who marry before 18 are more likely to experience violence in marriage than girls who marry later <http://bit.ly/1bkss7x> #IDG2014
- Girls who are married off as children are often forced into early & unwanted sexual relations <http://bit.ly/1bkss7x> #IDG2014
- The greater the age difference between girls & their husbands, the more likely they are to experience intimate partner violence. #IDG2014
- #Childbrides are more likely to believe that a man is justified in beating his wife than women who marry later <http://bit.ly/1bkss7x> #IDG2014
- Globally, 44% of girls age 15-19 believe a husband is justified in hitting his wife in certain circumstances. <http://bit.ly/1bkss7x> #IDG2014
- Growing evidence shows that #childbrides are more vulnerable to HIV/Aids and other STIs than unmarried girls <http://bit.ly/1bkss7x> #IDG2014

Effective solutions to end child marriage

- #Endchildmarriage is key to empower women and girls & achieve #genderequality. It must be included in #Post2015 dev framework. #MDGMomentum
- Empowering girls with skills, knowledge & confidence is one of most effective ways to #endchildmarriage: <http://bit.ly/1gb3fv2> #IDG2014
- Comprehensive sexual education is critical to help girls understand & be in control of their own bodies. #IDG2014
- We can't forget girls once they're married. #Childbrides need urgent access to health services & education/employment opportunities #IDG2014
- Laws setting min age of marriage to 18 are important, but they're not enough to #endchildmarriage <http://bit.ly/1oQNjAP> #IDG2014

Samples messages for Facebook

Post 1:

On International Day of the Girl, we continue our call for an end to child marriage, one of the most pervasive forms of violence against women and girls. Did you know that 700 million women alive today were married before their 18th birthday? That's roughly 10% of the world's population.

We can't put an end to violence, let alone address a myriad of development issues, as long as millions of girls are married off as children every year.

Share our infographic to spread the word: <http://bit.ly/1wz4Xla> [Attach the infographic as a photo on Facebook]

Post 2:

Child marriage often marks the beginning of a cycle of abuse and discrimination throughout girls' lives. Girls who are married off before 18 are much more vulnerable to all forms of violence – psychological, physical and sexual – at the hands of their husbands or their in-laws. They are also more likely to contract HIV/Aids and other sexually transmitted diseases.

Find out why child marriage is a form of violence against girls: <http://www.girlsnotbrides.org/why-is-child-marriage-a-form-of-violence-against-women-and-girls/>

Check out our resources on child marriage: <http://bit.ly/1qJCeYE>