



## Social Media Toolkit for 16 Days of Activism 2018 25 November – 10 December

Social media will play a significant role in Zonta Says NO to Violence Against Women's presence during the 16 Days of Activism Against Gender-Based Violence.

### Before 25 November

There are three steps you can take right now, prior to the campaign kicking off on 25 November:

1. Follow Zonta International and Zonta Says NO on social media ([Facebook](#), [Twitter](#), [Instagram](#)) and like, comment and share the messages already being posted.
2. Visit and bookmark [www.zontasaysno.com](http://www.zontasaysno.com).
3. Focus on ending child marriage, the 2018 campaign issue for Zonta Says NO to Violence Against Women.

Here is how you can spread awareness about the campaign on your personal, club, area and district social network profiles:

- Change your profile photo and cover photo to an image selected from the Zonta Says NO image library [[Dropbox image library](#)]
- Use the hashtags:
  - #ZontaSaysNO
  - #EndChildMarriage
  - #16Days

### Starting 24 November Zonta Says NO to Violence Against Women campaign

Here are two key ways you can participate in the Zonta Says NO to Violence Against Women campaign:

1. **Be a part of making our important message going viral.** Each day, starting 24 November, Zonta International will release a new graphic that highlights important facts that illustrate the need to end child marriage. When you like, comment and share these original posts, the message of Zonta says NO to violence against women and child marriage will be seen as a highly engaged content and will stay relevant on social news feeds. The longer the posts stay on the news feeds, the larger our audience will be throughout the campaign.
2. **Share how you are saying NO.** Share with the rest of the world what your club, area and district are doing this campaign year to end child marriage through your local service and advocacy actions by filling out the [Share Your Story form](#) on zonta.org. These actions will be shared on zontasaysno.com and on our Twitter network.

Please note that these graphics will not be shared prior to them appearing on Zonta International's social media so as to better position Zonta international's message in the social media networks.

**Sample messages to share on Facebook, Twitter and Instagram:**

Engage your social networks before, during and after your event by copying and pasting these sample posts:

From now through 10 December, Zontians worldwide will say NO to violence against women and work to end child marriage. See how at [www.zontasaysNO.com](http://www.zontasaysNO.com).  
#ZontaSaysNO #EndChildMarriage #16Days

I pledge to say NO to violence against women and end child marriage. Join me at [ZontaSaysNo.com](http://ZontaSaysNo.com) #ZontaSaysNO #EndChildMarriage #16Days

Zonta has the potential to reach 2.5 million girls in 12 countries through the #EndChildMarriage project with @UNICEFUSA, @UNICEF & @UNFPA. Learn about the project at [foundation.zonta.org/EndingChildMarriage](http://foundation.zonta.org/EndingChildMarriage). #ZontaSaysNO #EndChildMarriage #16Days