



## 16 Days of Activism against Gender-Based Violence Toolkit

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**Theme:** "Orange the World: Fund, Respond, Prevent, Collect!"

**25 November - 10 December 2020**

#### 1. Personalize

Craft your own key message and share on social media contributing to the theme on ending GBV

#### 2. Add Graphics

Accompany your posts with the graphics to spread the word on ending Gender-Based Violence

#### 3. Use Handles

Tag the social media handles of Gender Ink to amplify the conversation

##### #Hashtags:

**#EndGBV**

**#OrangeTheWorld**

Use these hashtags on twitter, Facebook & LinkedIn to increase visibility and reach target audiences.

##### Twitter Handles:

Amplify your reach by tagging the following key pages.

**@GenderInked**

**@UNwomen**

# LET'S GET STARTED



Click on the “[#EndGBV](#)” button to automatically post to Twitter or copy – paste into Facebook and other social media platforms to share.

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Join the conversation:

Facebook: @genderink

Twitter: @GenderInked

LinkedIn: Gender Ink

[#EndGBV](#)

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16 Days of Activism against Gender-Based Violence is here. This year the campaign will focus on:

**Fund:** Prioritize funding for GBV prevention

**Prevent:** Policies for GBV with concrete action plans

**Respond:** Ensure minimum essential services are adapted for GBV survivors and victims

**Collect:** Collect data for improvement of GBV services and programmes  
Be sure to join the conversation **#EndGBV**.

### **Tweet Spread the Word**

Use the hashtag: **#EndGBV** in every post on social media to amplify the event.

Join us! Share your photos, messages and videos showing how you are participating in the campaign on Facebook, LinkedIn, and Twitter using **#EndGBV** and **#OrangeTheWorld**

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**THANK YOU FOR MAKING YOUR VOICE COUNT**