



HERstory Campaign Social Toolkit

amrefusa.org/HERstory

#HERstory aims to celebrate Women’s History Month and International Women’s Day 2021 by flipping the narrative on “history”. Every woman has a story, and they should be shared. These stories are especially poignant this year, as the COVID-19 pandemic and the aftermath of home-schooling, work layoffs, and mental health demise are disproportionately affecting women. Now is the time for us to connect across the globe by sharing our stories, our struggles, and our wins – and stand strong for change.

#HERstory is also a celebration of Amref’s work in breaking the barriers that have held women back for so long: harmful traditional practices like Female Genital Mutilation (FGM) and child marriage, barriers to education and careers, and barriers that prevent women from getting the health care they have a right to.

At Amref, we support women who are changing history in their own communities every day. Over 58% of the health workers we train are women, oftentimes they are the first female health worker in their community.

When you support the #HERstory campaign, you’re helping Amref:

- Train more women in the health workforce including Community Health Workers, clinical officers, laboratory staff, midwives, and nurses
- Provide life-saving maternal health services to women before, during and after childbirth
- Provide youth friendly reproductive health services
- Keep girls in school and empower women to start income-generating activities
- Ending FGM and child marriage
- Train women to build
- Provide women and girls with clean water and sanitation

Together we can empower women and girls not just in Africa, but all over the globe, in our own communities. This March 8th and all month-long, we want to use social media for good, and share HERstory.

Purpose of this toolkit

To introduce partners to #HERstory and help drive engagement and action among their base of supporters via social media platforms such as Facebook, Twitter, and Instagram. It is imperative we imagine a movement that centers HER stories and change the larger narrative and culture to empower our communities as leaders for women's equality and equity. By supporting this campaign, we empower each other and stand united as women to create change within our own reach.

How Can I Help?

- Copy and paste the below suggested social media posts or develop your own customized HERstory posts using the hashtags and @amrefusa tag
- Follow @amrefusa on Facebook, Twitter, and Instagram and share our content
- Add the campaign link to your social media bio
- Encourage your friends and followers to post their own HERstory
- Encourage your friends and followers to donate
- Use the HERstory profile picture and cover photo
- Use the @amrefusa donation button in your stories

When?

The HERstory campaign will launch as ads and boosted posts on March 3rd and will be fully live on International Women's Day – Monday, March 8th. The campaign will run for the entirety of the month. The goal is to raise \$10,000.

Hashtags

#HERstory

#HistoryIsHERstory

#AmrefWomen

#IWD2021

#InternationalWomensDay

#WomensHistoryMonth

Assets

Assets can be found [THROUGH THIS LINK](#)

Assets include: Square photos for Instagram and Facebook, cover photos from twitter and Facebook, an animated photo of all assets, a profile picture, and an Instagram story template

Suggested captions

Tap tag @amrefusa, use our donation button in your stories, link amrefusa.org/herstory in bio

*NOTE: Each of the following captions coincides with a photo asset in the above dropbox. **Please use the name to match the caption with the photo, see below.***

International Women's Day and Women's History Month can be interchanged

Use: Square Asset FINAL_Dorothy compassion

- This is #HERstory. **Dorothy** uses her compassion and training from @amrefusa to keep those around her healthy. What's your story? Share with me in the comments and visit amrefusa.org/HERstory to learn more

Use: Square Asset Template_FINAL_Dorothy 2 determination

- This #IWD2021, History is #HERstory. Thanks to @amrefusa, **Dorothy** uses her determination to reach those in rural areas with healthcare. What's your story? Share with me in the comments and visit amrefusa.org/HERstory to learn more

Use: Square Asset Template_FINAL_Nice bravery

- This is #HERstory. **Nice** uses her bravery to work with @amrefusa to end #FGM and child marriage. What's your story? Share with me in the comments and visit amrefusa.org/HERstory to learn more

Use: Square Asset Template_FINAL_Mary caring

- This is #HERstory. With the help of @amrefusa, **Mary** is caring for the most vulnerable. Let's celebrate the struggles and wins of this past year together this #IWD2021. What's your story? Amrefusa.org/HERstory to learn more and help keep our stories going

Use: Square Asset Template_FINAL_Gloria courage

- This is #HERstory. **Gloria** uses her courage to work with @amrefusa and advocate for her health rights to her local and national representatives. Let's celebrate the struggles and wins of this

past year together this #IWD2021. What's your story? Amrefusa.org/HERstory to learn more and help keep our stories going

Use: Square Asset Template_FINAL_Jemima knowledge

- This Women's History Month, History is #HERstory. **Jemima** uses her knowledge to make sure everyone around her gets the care they need. What's your story? Share with me in the comments and visit amrefusa.org/HERstory to learn more

Use: Square Asset Template_FINAL_Ruth resilience

- This Women's History Month, History is #HERstory. **Ruth** uses her resilience to perform surgery, no matter what is thrown her way. What's your story? Amrefusa.org/HERstory to learn more and help keep her story going

Other captions

Use: Square Asset Template_FINAL_Gloria courage

- **Gloria's** story is courage. Mine is grit. What's your story? @amrefusa #HERstory #IWD2021 #AmrefWomen #WomensHistoryMonth
(NOTE: good for use outside of March 8th as well)

Use: any asset for the below

- This #InternationalWomensDay, I am celebrating the women in my life, and all we have survived in the last year... because history is #HERstory. I am amazed by the determination, compassion, resilience, and courage I have seen in the face of so many challenges – in my family, friends, network, and women all over the world. Join me in donating \$25 in honor of a woman in your life, to help keep another women's story going. Link in bio to learn more
(NOTE: tap tag @amrefusa, use our donation button in your stories, link amrefusa.org/herstory in bio)
- This #InternationalWomensDay, I stand in solidarity with women around the world who each have their own story about how they are lifting each other up. We are not so different. Join me in donating \$25 in honor of a woman in your life, to help keep another women's story going. Link in bio to learn more. #HERstory
(NOTE: tap tag @amrefusa, use our donation button in your stories, link amrefusa.org/herstory in bio)
- Today I am celebrating the women in my life, and all we have survived in the last year... because history is #HERstory. I am amazed by the determination, compassion, resilience, and courage I have seen in the face of so many challenges – in my family, friends, network, and women all over the world. Join me in donating \$25 in honor of a woman in your life, to

help keep another woman's story going. Link in bio to learn more
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- Today I stand in solidarity with women around the world who each have their own story about how they are lifting each other up. We are not so different. Join me in donating \$25 in honor of a woman in your life, to help keep another woman's story going. Link in bio to learn more. #HERstory
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amrefusa.org/herstory in bio)*
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PLEASE NOTE: WOMEN/WOMAN CAN BE INTERCHANGED FOR WOMXN

About Amref Health Africa (Amref):

With headquarters in Nairobi, Kenya, Amref Health Africa is the largest Africa-based healthcare nonprofit, serving millions of people every year across 35 countries in sub-Saharan Africa. Amref Health Africa began on the continent as the Flying Doctors of East Africa, bringing surgical services to remote communities using light aircraft. Our priorities have since expanded to strengthening health systems and training African health workers to respond to the continent's most critical health challenges. Our approach is community-based and makes the people we reach partners, rather than just beneficiaries. Over 97% of our global staff are Africans, so that we are always tackling African health challenges with African expertise. Learn more at amrefusa.org