



WOMEN FOR WOMEN
INTERNATIONAL

#SheDares



Social Media Toolkit

#SheDares

The Inspiration:

There's never been a more important time to band together and dare to challenge all forms of oppression.

This is exactly what women are doing:

- In **Afghanistan**, in the face of harsh bans, **women are daring** to come together in our classrooms to learn
- In **Ukraine**, despite victim blaming and shaming, **women are daring** to speak out against sexual violence
- In **Democratic Republic of the Congo**, going against patriarchal norms, **women are daring** to fight for their right to own land

Despite the risks, women in conflict-affected regions everywhere have dared to lead a movement. A movement to stand up for themselves, defy social norms and challenge the status quo.

It's time to join them. #SheDares...Will you?



In 1970, 50,000 women paraded down NYC's Fifth Avenue in a nationwide strike demanding equality



In 2014 women demanded the Nigerian government help rescue girls kidnapped by Boko Haram



In 2017 Saffiyah Khan stepped in to defend a woman wearing a hijab who had been surrounded by a far-right group in Birmingham, UK



The Campaign:

Launching September 18th 2023, **#SheDares** is a global campaign aimed at galvanizing support and shining a spotlight on courageous women survivors of war and conflict, who despite the risks, are daring to lead a movement – a movement to stand up for themselves, defy social norms and challenge the status quo.

Through this multi-year campaign our goal is to raise awareness and funds to support women survivors of war who are rebuilding their lives and families and bringing change to their communities.

[Visit the campaign landing page here.](#)

#SheDares

Ways to get involved:

Nominate: We all know women who have dared to defy the odds and overcome adversity. Shine a light on a woman who has inspired you (it could be a loved one or somebody famous) or a moment in history when women dared to create change -and tag three of your friends to do the same.

Share the #SheDares graphics across social media channels to support women daring to challenge all forms of oppression and help spread the message. [Download graphics here](#)

Wear a **#SheDares bracelet** handmade by women survivors of war, post a selfie in solidarity and pledge your support for women's rights globally. [Get your bracelet here.](#)

Don't forget to tag us @womenforwomenuk so we can share your post!



Example Captions:

Sharing the #SheDares graphics

I'm joining @womenforwomenuk for their new campaign #SheDares, which is shining a spotlight on the courageous women on the frontlines of the women's rights movement who are daring to make a change!

Let's create a movement of powerful women stories! I dare @____, @____ and @____ to post their favourite daring woman or a moment throughout history when a woman dared to create change.

Sharing a #SheDares woman or moment from history

I am joining @womenforwomenuk to shine a spotlight on the courageous women on the frontlines of the women's rights movement who are daring to make a change!

Women for Women International dared me to share my favorite courageous woman or a moment in history when women dared to create change. I chose <Kathrine Switzer>. She dared to <to be the first woman to officially run the Boston Marathon>.

I dare @____, @____ and @____ to take part in this challenge!

Sharing a picture wearing the #SheDares bracelet

I love my new #SheDares bracelet made by women survivors of war! Join me and stand in solidarity with the courageous women @womenforwomenuk supports around the world who are daring to challenge the status quo and drive positive change. Donate today and receive your own bracelet.

Example Captions:

- Sharing #SheDares graphics



Join me in supporting daring women like Grace who dares to shoot for her dreams and is now handmaking world famous footballs after surviving violence in Rwanda.

I dare @___ @___ and @___ to participate in this campaign by posting a photo from your favourite moment from history when women dared to create change. #SheDares @womenforwomenuk

[Download graphic here.](#)



Join me in supporting daring women like Iryna who dares to seek justice for survivors of sexual violence as war rages on in Ukraine.

I dare @___ @___ and @___ to participate in this campaign by posting a photo from your favorite moment from history when women dared to create change. #SheDares @womenforwomenuk

[Download graphic here.](#)



Join me in supporting daring women like Amina who dares to teach women in Afghanistan despite a ban on education.

I dare @___ @___ and @___ to participate in this campaign by posting a photo from your favorite moment from history when women dared to create change. @womenforwomenuk #SheDares

[Download graphic here.](#)

Campaign launches September 18th, 2023. Throughout the month of September and October, be sure to use the hashtag, #SheDares and tag us so we can reshare on our channels!

Women for Women International social media handles:

Instagram: @womenforwomenuk

Twitter: @womenforwomenuk

Facebook: @womenforwomenuk

LinkedIn: @WomenforWomenInternational

TikTok: @womenfowomenuk

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