

## Social Media Guide – Twitter

Please note: URL links to GE4Us Ambassador Stories will not go live until the 20<sup>th</sup> November.

### HASHTAG 101

Eastern Region Campaign ‘Gender Equality for Us’: #GE4Us

State Campaign ‘Victoria Against Violence’: #GoOrange #FreeFromViolence

International Campaign ‘UNiTE to End Violence Against Women and Girls’: #16days

### CHANGE YOUR TWITTER BANNER

<http://whe.org.au/wp-content/uploads/sites/3/2017/11/GE4Us-Twitter-Banner.png>




Day and Date	#GE4Us MESSage	Additional Message	URL to utilise
Day -1: Friday 24 <sup>th</sup> November	<p>“Tomorrow marks the start of 16 Days of Activism Against Gender Based Violence. Watch this space for our gender equality campaign <a href="https://goo.gl/dN3S28">https://goo.gl/dN3S28</a> #GE4Us”</p> <p>Image example:</p>	<p><b>Why not change your Facebook Banner to the #GE4Us theme for the 16days?</b></p> <p>Image example:</p>	<p>Link to GE4Us website Twitter: <a href="https://goo.gl/dN3S28">https://goo.gl/dN3S28</a></p>


	 <p><b>#GE4Us</b> Gender Equality for Us</p> <p><a href="#">Link to download image</a></p>	 <p>A Social Marketing Campaign for the 16 Days of Activism Against Gender based Violence 25th November - 10th December</p> <p>Visit <a href="http://whe.org.au/news-events/ge4us/">whe.org.au/news-events/ge4us/</a> to find out more</p> <p><a href="#">Download a customized banner here</a></p>	
<p><b>Day 1:</b> Saturday 25<sup>th</sup> November <b>INTERNATIONAL DAY FOR THE ELIMINATION OF VIOLENCE AGAINST WOMEN, NOVEMBER 25<sup>TH</sup>.</b></p>	<p><b>Vic Health – Attitudes Video</b></p> <p><b>“On Int’l Day for the Elimination of Violence Against Women see why gender equality is vital to stop violence</b> <a href="https://buff.ly/2z5C6w4">https://buff.ly/2z5C6w4</a>”</p>		<p><b>Link to Vic Health Attitudes Video:</b> <a href="https://www.youtube.com/watch?time_continue=77&amp;v=8E7RGjk69T4">https://www.youtube.com/watch?time_continue=77&amp;v=8E7RGjk69T4</a></p> <p>Short URL: <a href="https://buff.ly/2z5C6w4">https://buff.ly/2z5C6w4</a></p>
<p><b>Day 2:</b> Sunday 26<sup>th</sup> November</p>	<p><b>“Want to know more about the Eastern region #16days of activism campaign? Check out the website!”</b></p> <p><b>Link to website-see URL column.</b></p>	<p><b>“Climb onto the gender equality bus, smash some gender stereotypes &amp; promote respect. Check out this guide from OurWatch #GoOrange #GE4Us”</b></p> <p><a href="#">Download A-Z Poster here</a></p>	<p><b>Twitter:</b> <a href="https://goo.gl/dN3S28">https://goo.gl/dN3S28</a></p>
<p><b>Day 3:</b> Monday 27<sup>th</sup> November</p>	<p><b>“Meet #GE4Us Ambassador, Siobhan. Click on the link and read her story! #FreeFromViolence #GE4Us #GoOrange #16days”</b></p> <p><b>Example of Siobhan’s Meme:</b></p>  <p><a href="#">Download Siobhan’s meme for Twitter by clicking here</a></p>	<p><b>“Today’s UNITE Orange Spotlight on Violence against Indigenous Women &amp; Girls @FVPLS #FreeFromViolence #GE4Us #GoOrange”</b></p> <p><b>Example of infographic:</b></p>  <p><a href="#">Download Infographic here</a></p>	<p><b>Link to Siobhan Story</b></p> <p><b>Twitter:</b> <a href="https://goo.gl/kRmw9q">https://goo.gl/kRmw9q</a></p>

<p><b>Day 4:</b> Tuesday 28th November <b>INTERNATIONAL WOMEN HUMAN RIGHTS DEFENDERS DAY, NOVEMBER 29TH</b></p>	<p><b>“Meet #GE4Us Gender Equality Ambassador, Harry. Click on the link &amp; read his story!#FreeFromViolence #GoOrange #16days”</b></p> <p>Example of Harry’s Meme:</p>  <p><a href="#">Download Harry’s meme for Twitter by clicking here</a></p>	<p><b>“On Int’l Women Human Rights Defenders Day we defend the right of being safe from discrimination and violence based on your gender”</b></p> <p>“So Inspiring. EMR partners help identify how clubs can promote gender equality &amp; help prevent violence against women <a href="https://goo.gl/ykdY3m">https://goo.gl/ykdY3m</a>”</p>	<p><b>Link to Harry Story:</b> <b>Twitter:</b> <a href="https://goo.gl/GrqBtz">https://goo.gl/GrqBtz</a></p> <p><b>‘Link to Our Codes Our Clubs video’ for Facebook:</b> <a href="https://goo.gl/ykdY3m">https://goo.gl/ykdY3m</a></p>
<p><b>Day 5:</b> Wednesday 29<sup>th</sup> November</p>	<p><b>“Meet #GE4Us Gender Equality Ambassador, Claire. Click on the link to read her story #FreeFromViolence #GoOrange #16days”</b></p> <p>Example of Claire’s Meme:</p>  <p><a href="#">Download Claire’s meme for Twitter by clicking here</a></p>	<p><b>“Watch this great video made by #GE4Us council partners on the importance of child care #FreeFromViolence #16days <a href="https://goo.gl/HjHMLq">https://goo.gl/HjHMLq</a>”</b></p>	<p><b>Link to Claire’s story</b> <b>Twitter:</b> <a href="https://goo.gl/Xrofpd">https://goo.gl/Xrofpd</a></p> <p><b>Link to Child care video</b> <a href="https://goo.gl/HjHMLq">https://goo.gl/HjHMLq</a></p>
<p><b>Day 6:</b> Thursday 30<sup>th</sup> November</p>	<p><b>“ WHE &amp; Manningham launch ‘No Limitations’-A guide that supports educators to promote gender equality in early childhood settings #GE4Us”</b></p> <p>Example of No Limitations Launch Picture:</p>	<p><b>“A great film showing that even in early years kids see careers as male or female #GoOrange #GE4Us #FreeFromViolence <a href="https://goo.gl/MCpv9o">https://goo.gl/MCpv9o</a>”</b></p>	<p><b>Link to Re-Draw the balance:</b> <a href="https://vimeo.com/164242863">https://vimeo.com/164242863</a></p> <p><b>Short URL:</b> <a href="https://goo.gl/MCpv9o">https://goo.gl/MCpv9o</a></p> <p><b>Link to No limitations guide:</b> <a href="http://whe.org.au/wp-content/uploads/sites/3/2017/10/No-limitations-">http://whe.org.au/wp-content/uploads/sites/3/2017/10/No-limitations-</a></p>



<p><b>Day 9:</b> Sunday 3<sup>rd</sup> December <b>INTERNATIONAL DAY OF DISABLED PERSONS</b></p>	<p>“Today is UNiTE’s Orange spotlight day on Violence Against Women with Disabilities #GoOrange #GE4Us #FreeFromViolence”</p> <p>Example of infographic:</p>  <p><a href="#">Download Infographic here</a></p>		<p>URL for more information: <a href="http://www.un.org/en/events/disabilitiesday/background.shtml">http://www.un.org/en/events/disabilitiesday/background.shtml</a></p> <p>Shortened URL: <a href="https://goo.gl/2zPp2Z">https://goo.gl/2zPp2Z</a></p> <p>Info source: <a href="https://www.vic.gov.au/familyviolence/prevention-strategy/causes-of-violence.html">https://www.vic.gov.au/familyviolence/prevention-strategy/causes-of-violence.html</a></p>
<p><b>Day 10:</b> Monday 4<sup>th</sup> December</p>	<p><b>TFER Launch – Leaders Morning Tea –we encourage your organisation’s attending representative to post/tweet on the day, Make sure you use #GE4Us And tag @WHEast.</b></p>		
<p><b>Day 11:</b> Tuesday 5<sup>th</sup> December <b>INTERNATIONAL VOLUNTEER DAY FOR SOCIAL AND ECONOMIC DEVELOPMENT</b></p>	<p>“Meet #GE4Us Gender Equality Ambassador, Ian. Click on the link to read his story <a href="https://goo.gl/jX5zbB">https://goo.gl/jX5zbB</a> #FreeFromViolence #GoOrange #16days”</p> <p>Example of Ian’s meme:</p>  <p><a href="#">Download Ian’s meme for Twitter by clicking here</a></p>	<p>“An important video on why we need to tackle discrimination in the workplace <a href="https://goo.gl/DrAVBe">https://goo.gl/DrAVBe</a> #GoOrange #FreeFromViolence #GE4Us #16days”</p>	<p>Link to Ian story for Twitter: <a href="https://goo.gl/jX5zbB">https://goo.gl/jX5zbB</a></p> <p>Link to Workplace video <a href="https://www.youtube.com/watch?v=S0KuQVTJTss">https://www.youtube.com/watch?v=S0KuQVTJTss</a></p> <p>Shortened URL: <a href="https://goo.gl/DrAVBe">https://goo.gl/DrAVBe</a></p>
<p><b>Day 12:</b> Wednesday 6<sup>th</sup></p>	<p>“Meet #GE4Us Gender Equality Ambassador Niwal. Click on the link to read her story <a href="https://goo.gl/5vgHaP">https://goo.gl/5vgHaP</a> #FreeFromViolence #GoOrange #16days”</p>	<p>“Playing sport ‘like a girl’ is not an insult, it’s playing it fiercely &amp; fearlessly! <a href="https://goo.gl/mdGaKx">https://goo.gl/mdGaKx</a> #GE4Us #FreeFromViolence #16days”</p>	<p>Link to Niwals Story on Twitter: <a href="https://goo.gl/5vgHaP">https://goo.gl/5vgHaP</a></p>

<p>December</p>	<p>Example of Niwal's meme:</p>  <p><a href="#">Download Niwal's meme for Twitter by clicking here</a></p>		<p>Link to Like A Girl video  <a href="https://www.youtube.com/watch?v=XjQBJWYDTs">https://www.youtube.com/watch?v=XjQBJWYDTs</a></p> <p>Shortened URL:  <a href="https://goo.gl/mdGaKx">https://goo.gl/mdGaKx</a></p>
<p>Day 13:  Thursday 7<sup>th</sup>  December</p>	<p>"Meet #GE4Us Gender Equality Ambassador, Heather. Click the link to read her story <a href="https://goo.gl/LGpT8J">https://goo.gl/LGpT8J</a> #FreeFromViolence #GoOrange #16days"</p> <p>Example of Heather's meme:</p>  <p><a href="#">Download Heather's meme for Twitter by clicking here</a></p>		<p>Twitter:  <a href="https://goo.gl/LGpT8J">https://goo.gl/LGpT8J</a></p>
<p>Day 14:  Friday 8<sup>th</sup>  December</p>	<p>"Meet #GE4Us Gender Equality Ambassador, Manasi. Click the link to read her story <a href="https://goo.gl/BUX623">https://goo.gl/BUX623</a> #FreeFromViolence #GoOrange #16days"</p> <p>Example of Manasi's meme:</p>  <p><a href="#">Download Manasi's meme for Twitter by clicking here</a></p>	<p>"Watch Riley rant on why stereotyping through "girls" &amp; "boys" toys affects how children see themselves <a href="https://goo.gl/WMkJ7h">https://goo.gl/WMkJ7h</a> #GE4Us #16days"</p>	<p>Link to Manasi's Story on Twitter:  <a href="https://goo.gl/BUX623">https://goo.gl/BUX623</a></p> <p>Link to Riley rant video  <a href="https://www.youtube.com/watch?v=-CU040Hqbas">https://www.youtube.com/watch?v=-CU040Hqbas</a></p> <p>Shortened URL:  <a href="https://goo.gl/WMkJ7h">https://goo.gl/WMkJ7h</a></p>
<p>Day 15:  Saturday 9<sup>th</sup>  December</p>	<p>NA</p>	<p>"The Hunting Ground' doco addresses the appalling reality of sexual assault on US campuses <a href="https://goo.gl/MfApSa">https://goo.gl/MfApSa</a> #FreeFromViolence #GoOrange"</p>	<p>Link to Documentary information  <a href="http://thehuntinggroundfilm.com">http://thehuntinggroundfilm.com</a></p> <p>Shortened URL:</p>

			<a href="https://goo.gl/MfApSa">https://goo.gl/MfApSa</a>
<p><b>Day 16:</b> Sunday 10<sup>th</sup> December</p>	<p><b>“As the 16 Days of Activism draws to a close today, we must not forget the rates of gendered violence that occurs in Australia. This needs to change. Change can only come when women are respected, paid, perceived and treated, equally #GE4Us #16DaysofActivism #genderequality”</b></p> <p>Example of Poster:</p>  <p><a href="#">Download Poster by clicking here</a></p>	NA	<p><b>Link to Resources:</b> <a href="https://goo.gl/vf2wga">https://goo.gl/vf2wga</a></p>