



GIRLS NOT BRIDES

The Global Partnership
to End Child Marriage

Girls Not Brides social media toolkit Day of the African Child 2016 (16 June)

Use the messages from this social media toolkit to draw attention to child marriage and promote the music video “We are Girls, Not Brides” on Day of the African Child. **Please do not share the video or audio online until 16 June.**

Hashtags

- For Day of the African Child: #DAC2016
- For the video: #GirlsNotBrides
- About child marriage: #EndChildMarriage #ChildMarriage

Promoting the teaser: before 16 June

We are Girls, Not Brides The anthem to end child marriage



Launch: Day of the African Child 16 June

#GirlsNotBrides #DAC2016



Watch the teaser: <http://bit.ly/25KtAhr>

Twitter:

- Get ready for the anthem to #endchildmarriage. Let girls be #GirlsNotBrides!
<http://bit.ly/25KtAhr> #DAC2016
- Coming soon on Day of the African Child: #GirlsNotBrides, the anthem to #endchildmarriage
<http://bit.ly/25KtAhr> #DAC2016
- Girls should be #GirlsNotBrides! On #DAC2016, sing with girls & call for #endchildmarriage across Africa. #DAC2016 <http://bit.ly/25KtAhr>

Facebook:

- Here is an exclusive sneak peek at the @GirlsNotBrides anthem to end child marriage, ready to be launched on Day of the African Child (16 June). Stay tuned! <http://bit.ly/25KtAhr> #GirlsNotBrides #DAC2016 #EndChildMarriage

Promoting the video: on 16 June

The music video is embargoed until 16 June. Do not share the video until then. The link www.GirlsNotBrides.org/Anthem will be live at midnight BST on Thursday, 16 June.

Twitter:

- Girls want to be #girlsnotbrides! It's time to deliver for children & youth across Africa #DAC2016 #EndChildMarriage www.GirlsNotBrides.org/Anthem
- These girls from Zambia want to #endchildmarriage in Africa. So they wrote a song. Watch: www.GirlsNotBrides.org/Anthem #GirlsNotBrides #DAC2016
- On Day of the African Child, sing 'We are #GirlsNotBrides' & call for #endchildmarriage across Africa! www.GirlsNotBrides.org/Anthem #DAC2016

Facebook:

- Girls want to be girls, not brides! On Day of the African Child, a group of Zambian school girls sing about their right to say no to child marriage. Watch and share: www.GirlsNotBrides.org/Anthem #DAC2016 #EndChildMarriage #GirlsNotBrides
- "We are girls, NOT brides." These girls from Zambia are speaking out against child marriage on Day of the African Child. Are you? Watch and share: www.GirlsNotBrides.org/Anthem #DAC2016 #EndChildMarriage #GirlsNotBrides

Promoting the behind the scenes videos

Twitter:

- Filming the #GirlsNotBrides anthem to #endchildmarriage: watch our behind the scene videos <http://bit.ly/1TTIOpr> #DAC2016
- Meet Faith, the girl who composed the anthem to #endchildmarriage: <http://bit.ly/24wFtSc> #GirlsNotBrides #DAC2016
- "I know my rights, that's why I'm speaking out!" Meet Elizabeth who sings the #GirlsNotBrides anthem <http://bit.ly/1t5MpK1> #DAC2016
- This inspiring teacher stands up for #childbrides in Zambia. Listen to her story: <http://bit.ly/24wFZPZ> #GirlsNotBrides #DAC2016
- Youth clubs can empower girls to stand up for their rights & say no to #childmarriage: <http://bit.ly/215liZH> #GirlsNotBrides #DAC2016

Facebook:

- Watch the exclusive behind the scenes footage from the #GirlsNotBrides anthem to #endchildmarriage: <http://bit.ly/1TTIOpr> #DAC2016

About child marriage in Africa

Tweets:

- 15 million girls are married every year. That's the equivalent of the population of Zimbabwe or Mali. #EndChildMarriage #DAC2016
- 40% of girls in sub-Saharan Africa are married before their 18th birthday. Time to #endchildmarriage! #DAC2016
- If we accelerate progress NOW, we could cut #childmarriage rates in Africa in half by year 2050. #DAC2016 #EndChildMarriage
- #Childmarriage denies girls their rights, their voice & every opportunity to thrive. #EndChildMarriage #DAC2016
- #Childmarriage traps girls, their families & communities into a cycle of poverty <http://bit.ly/1ijkERO> #DAC2016 #EndChildMarriage

Facebook post:

- 40% of girls across sub-Saharan Africa are married before 18, depriving them of their health, education and the chance to prosper. Progress is being made but not enough. On Day of the African Child, join these girls in calling for an end to child marriage www.GirlsNotBrides.org/Anthem

Useful resources:

- Infographic: [No time to wait! End child marriage in Africa](#)
- Child marriage around the world: [regional and country profiles](#)
- Brief: [Ending child marriage in Africa](#)

What it will take to end child marriage

Tweets:

- Now is our chance to make progress on #childmarriage at a big scale. Let's seize it! #DAC2016 #EndChildMarriage <http://bit.ly/1S7v9LV>
- We must all work together to #endchildmarriage in Africa: gov'ts, UN agencies, civil society, donors, youth, girls and communities #DAC2016
- A growing # of African countries are developing national strategies to #endchildmarriage. More should follow! #DAC2016 #EndChildMarriage
- The @_AfricanUnion campaign should encourage African gov'ts to turn their commitments to #endchildmarriage into reality! #DAC2016
- Africa has the world's youngest population. Youth must be at the heart of efforts to #endchildmarriage #DAC2016
- Education is a powerful investment to #endchildmarriage. Invest in girls' education across Africa! #DAC2016 #GirlsNotBrides

Facebook posts:

- From the @_AfricanUnion campaign to end child marriage to the development of national strategies in several African countries, attention to child marriage in Africa is at an all-time high. On Day of the African Child, let's tell leaders to turn their commitments into a reality. Let girls be girls, NOT brides: www.GirlsNotBrides.org/Anthem
- Child marriage affects 15 million girls every year. We can't possibly end child marriage in Africa without involving young people. Listen to what these girls from Zambia have to say: www.GirlsNotBrides.org/Anthem

Useful resources:

- Briefing series: "[Taking action to address child marriage: the role of different sectors](#)"
- [A check-list for national strategies to end child marriage \(+ user guide\)](#)

Child marriage and humanitarian crises

The 2016 theme for Day of the African Child is "Conflict and crisis in Africa: protecting all children's rights".

Tweets:

- 8 out of the 10 countries with the highest #childmarriage rates are considered fragile states. #EndchildMarriage #DAC2016
- Humanitarian crises exacerbate poverty, insecurity & lack of access to education, which all drive #childmarriage. #DAC2016
- Preventing #childmarriage & helping married girls should be part of any humanitarian response <http://bit.ly/1TRnYZD> #DAC2016

Facebook posts:

- Growing evidence shows that child marriage increases in times of crises. Yet adolescent girls continue to be left out of humanitarian responses. On Day of the African Child 2016, let's ask African leaders to change this!! <http://bit.ly/1U71Tgc>

Useful resources:

- Infographic: [We can't ignore child marriage during humanitarian crises](#)
- Brief: [Child marriage in humanitarian crises](#)
- Social media toolkit: [Child marriage in humanitarian crises](#)