



**GIRLS NOT BRIDES**

The Global Partnership  
to End Child Marriage

# DAY OF THE GIRL 2017

**SOCIAL MEDIA TOOLKIT**

**Welcome to your  
Day of the Girl  
toolkit!**



# What is Day of the Girl?

Every 11 October, Day of the Girl celebrates girls all over the world and calls on everyone to end the challenges and injustices they face.

Since 2012, *Girls Not Brides* members have used this opportunity to urge governments, leaders and communities to end child marriage.

This year's theme is "EmPOWER girls: Before, during and after crises".

# What is the opportunity?

- Draw attention to child marriage and how it affects the lives of so many adolescent girls, especially in humanitarian crises.
- Call for everyone to help achieve the Sustainable Development Goals by 2030.
- Celebrate girls and girls' rights advocates around the world!

# What do you need to know?

- When** Wednesday 11 October
- What** Call for an end to child marriage and for girls to be empowered!
- Who** *All Girls Not Brides* members, partners and supporters
- Where** All over the world
- How** Use #dayofthegirl #IDG2017 and #endchildmarriage

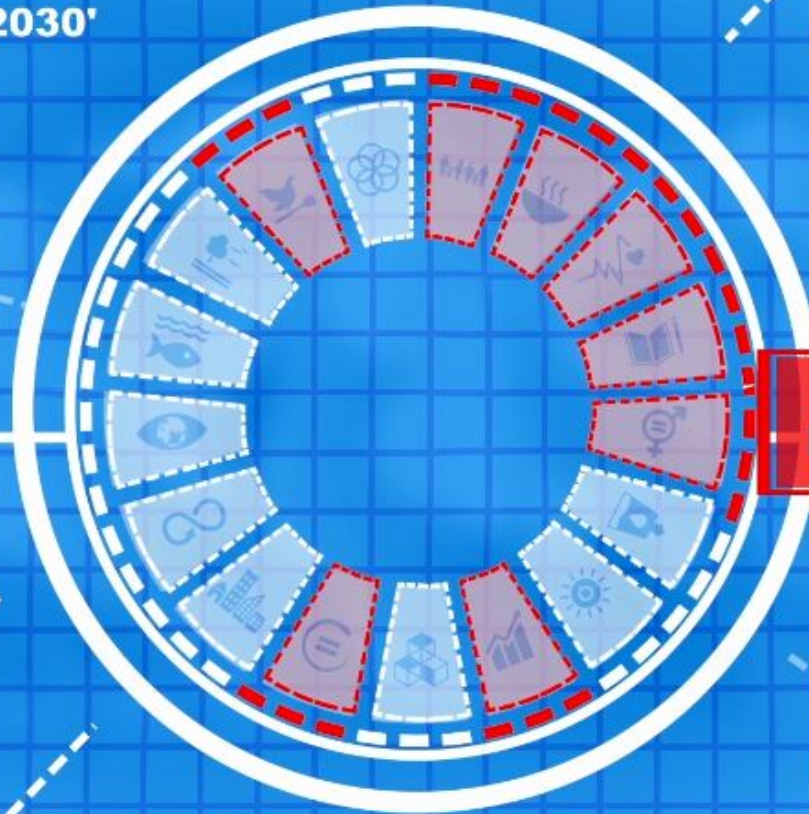
**Video, infographics  
and key messages**

**Want to talk  
about child  
marriage and  
the SDGs?**

**#dayofthegirl**

**Use the key  
messages and  
social media  
assets below**

**PROJECT: NEW EARTH -  
COMPLETION DATE: '2030'**



**RAW MATERIALS:  
SDG GOALS x17**

**GOAL 5 TARGET 3:  
END CHILD MARRIAGE**

[Watch our new film](#)

[Embargoed until Monday 9 October, 09 am GMT]



# Share the video

## Twitter

- What does ending #childmarriage mean? It means building a better world for everyone! #dayofthegirl #SDGs <http://bit.ly/2y1vEoU>
- Ending child marriage isn't just about achieving #Goal5. It's about achieving half of the SDGs! #dayofthegirl <http://bit.ly/2y1vEoU>

# Share the video

## Facebook and Instagram

- Ending child marriage will get us closer to gender equality and making progress on a host of other issues – poverty, maternal health and education. Let's do it!

<http://bit.ly/2y1vEoU>

- If we end child marriage we can make progress on at least eight major development issues. What are we waiting for? <http://bit.ly/2y1vEoU>

# Using the video

1. Download our guide on [how to celebrate Day of the Girl on a budget](#), including how to use this powerful film in your activities.
2. If you would like to use the video in your own work, you can download it in [English](#) with subtitled versions available in [Arabic](#), [Bangla](#), [French](#), [Hindi](#), [Nepali](#), [Spanish](#), [Portuguese](#) and [Urdu](#). If you have a slow Internet connection, low resolutions are available.

# If we don't #endchildmarriage, eight of the Sustainable Development Goals cannot be met.



# Share the infographic

## Twitter

- If we don't #endchildmarriage, 8 of the SDGs cannot be met. What are we waiting for? #dayofthegirl [attach infographic]
- Poverty, hunger, education, gender inequality → all things we could solve by ending #childmarriage! #dayofthegirl [attach infographic]

# Share the infographic

## Facebook and Instagram

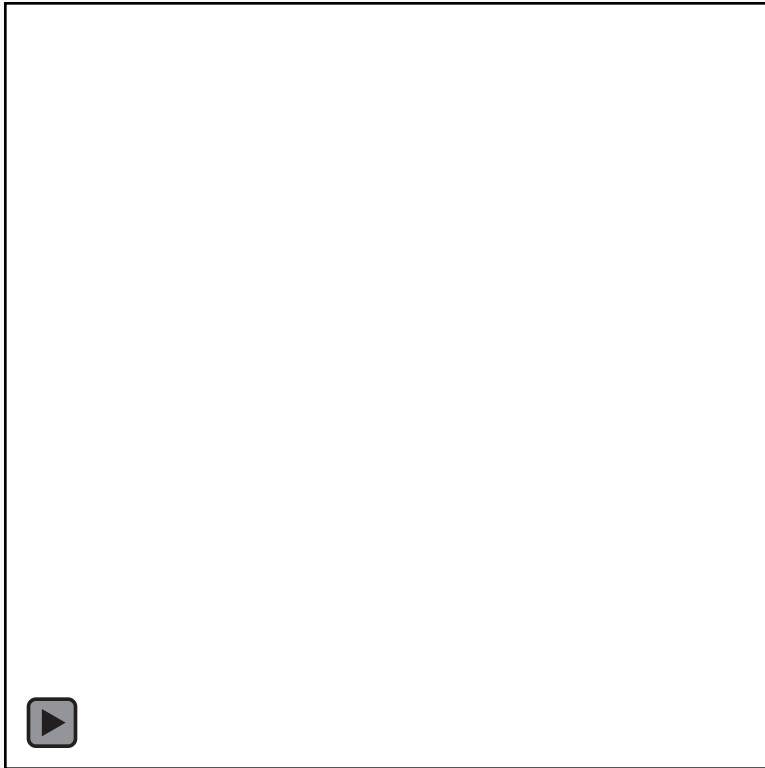
Happy Day of the Girl! Did you know that the Sustainable Development Goals aim to build a better world for everyone by 2030?

But if we fail to end child marriage, half of the SDGs cannot be met. Let's end child marriage to secure a better world for all!

[attach infographic]

# More assets

GIF



*Tweet this*

If we don't  
#endchildmarriage, 8 of  
the SDGs cannot be met.  
What are we waiting for?  
#dayofthegirl [attach  
GIF]

[Download](#)

**Want to talk  
about girls and  
humanitarian  
crises?**

**#dayofthegirl**

**Use the key  
messages and  
social media  
assets below**



# Child marriage and humanitarian crises

**WE CANNOT IGNORE CHILD MARRIAGE DURING HUMANITARIAN CRISES**

**9 out of the 10** countries with the highest child marriage rates are fragile states.

**Girls can be more vulnerable to child marriage during and after:**

- Conflict
- Displacement
- Natural Disasters

**Due to:**

- Increased insecurity
- Increased poverty
- Weaker social networks

**As a result, families may see child marriage as:**

- A form of protection from violence
- A way to cope with poverty

In some conflicts areas, such as Iraq, Syria, Somalia and Nigeria, women and girls have also been **abducted and forced to marry.**

**More needs to be done to protect girls from child marriage during crises:**

- 1 Recognise child marriage as a critical issue in times of crisis – not just an afterthought
- 2 Identify what makes girls vulnerable to child marriage in humanitarian crises by involving and listening to them.
- 3 Include child marriage prevention and support to married girls in any humanitarian response from the beginning of a crisis. Involve all sectors.
- 4 Do more research to understand how crises affect adolescent girls in different contexts

[www.GirlsNotBrides.org](http://www.GirlsNotBrides.org) #EndChildMarriage

**GIRLS NOT BRIDES** The Global Partnership to End Child Marriage

[Download infographic](#)

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Thematic brief

August 2017 – Thematic brief

## CHILD MARRIAGE IN HUMANITARIAN SETTINGS

Millions of lives are being torn apart by conflict, disasters and displacement. Girls are hit particularly hard and face many forms of violence. Child marriage has been rising at an alarming rate in humanitarian settings. This brief summarises what we know about this issue and what needs to be done.

**Why is this an important issue?**

- Growing evidence shows that in these settings,<sup>10</sup> child marriage rates increase, with a disproportionate impact on girls. While gender inequality is a root cause of child marriage in both stable and crisis contexts, often in times of crisis, families see child marriage as a way to cope with greater economic hardship and to protect girls from increased violence.
- Nine out of the ten countries with the highest child marriage rates are considered either fragile or extremely fragile states.<sup>11</sup> Seven out of the twenty countries with the highest child marriage rates face some of the biggest humanitarian crises.<sup>12</sup> We cannot ignore child marriage in such settings.

**PHOTOGRAPH**

[Download brief](#)

# Share the infographic

## Twitter

- We cannot ignore #childmarriage during humanitarian crises! Let's do more to protect girls. RT if you agree #DayoftheGirl [attach infographic]
- Girls are too often left behind in humanitarian efforts. It's time to do more! #dayofthegirl #endchildmarriage [attach infographic]

# Share the infographic

## **Facebook and Instagram**

This year's Day of the Girl is about adolescent girls in humanitarian crises.

When a crisis hits, girls become much more vulnerable to child marriage. Yet they are all too often left behind in humanitarian efforts. It's time to do more!

[attach infographic]

# Key messages

- 9 out of 10 countries with highest #childmarriage rates are fragile states #dayofthegirl <http://bit.ly/2xlW3z2>
- During crises, families see #childmarriage as a way to cope with poverty or protect their daughters from violence #dayofthegirl <http://bit.ly/2xlW3z2>
- Ending #childmarriage & empowering girls should be part of any humanitarian response – not an afterthought #dayofthegirl <http://bit.ly/2xlW3z2>