White Ribbon Day and 16 Days of Action

Social Media Template

25 November- 10 December 2022

This year, White Ribbon Day falls on the same week as the launch of the FIFA men's World Cup. There is never a better time for us to focus on the good that can come from unifying and supporting one common cause. All men can join the team to end violence against women and girls - that's #TheGoal. #TheGoal brings men and boys together to think about how they can make a positive difference to achieve equality and safety for women and girls.

You can find more about this on our website here: www.whiteribbon.org.uk/whiteribbonday22

You can use the following hashtags while taking part in the campaign: **#TheGoal #WRD22 #WhiteRibbonDay #WhiteRibbon #MakeThePromise #16Days**

We will be live on social media every day of the 16 Days of Action. You can find us at:

- Twitter @WhiteRibbon_UK
- Instagram @WhiteRibbonUK
- Facebook @WhiteRibbonUK
- LinkedIn @WhiteRibbonUK

Please share pictures of yourself and others wearing your White Ribbon and of any events that you may host for White Ribbon Day. Don't forget to tag us and use the hashtags above!

Below are some ideas which you may want to personalise and develop to use on your own channels.

Date	Message	Content	Things you might want to share yourself
Friday 25th November	White Ribbon Day #TheGoal	There has never been a better time for us to come together and start playing as a team to end violence against women and girls. All men can commit to making the world safer and more equal - that's #TheGoal. Whether you're a football fan or not, make the White Ribbon Promise today. https://www.whiteribbon.org.uk/promise #TheGoal #WRD22	• Post pictures of yourself and others wearing a White Ribbon. • Share and promote your White Ribbon Day activities.

Saturday 26th November	Nurturing the 11 traits	Men – take some time to think about what you can do to make life safer for women and girls. #TheGoal suggests 11 traits for you to nurture which can make a real difference. https://www.whiteribbonday22	• You might like to share photos of male staff holding up a placard with one of the traits on it. • A blog post from a senior leader might be a good way to encourage others to adopt attitudes and behaviour that help achieve gender equality.
Sunday 27th November	Educational – understanding VAWG	Is it 'banter' or is it sexist and harmful? Educating yourself about the impact of violence against women and girls will help you think about your contribution to achieving gender equality. To get to the #TheGoal, we must learn the rules of the game! https://www.whiteribbon.org.uk/reports-publications	• You may like to share how your organisation is helping staff understand this and educate them about violence against women and girls.
Monday 28th November	White Ribbon Promise	All men can commit to equality and safety for women and girls - that's #TheGoal. Whether you're a football fan or not, make the White Ribbon Promise today. https://www.whiteribbon.org.uk/promise Never use, excuse or remain silent about violence against women.	• Share why people in your organisation have made the Promise.
Tuesday 29th November	What men can do/ Allyship	It's a big match day today – Wales v England! We hope England and Wales supporters will unite to achieve #TheGoal to end violence against women and girls. There is lots you can do today – put up a leaflet at your local match screening, wear a White Ribbon, get 3 of your mates to make the White Ribbon Promise. And help create a great atmosphere to make screenings something everyone can enjoy! https://www.whiteribbon.org.uk/reports-publications	• Share photos of how you are preparing for the big match day to ensure they're safe for women and girls.

Wednesday 30th November	Suzy Lamplugh Trust training	Ever wanted to help a woman or girl when you've seen them being harassed? Wasn't sure what to do? White Ribbon UK have partnered with The Suzy Lamplugh Trust to offer you Bystander Intervention training. Learn how you can make a difference in a one hour, online session, with focus on yours and the other persons safety. To find out more, visit https://www.suzylamplugh.org/	• You may like to share the link to the training and why your staff are joining.
Thursday 1st December	What men can do/ Allyship	Make sure you know where people can go to get help if they are seeking it. Offer helpline numbers and names of organisations which women can call and speak with experts. You can find a list of specialist support organisations here: https://www.whiteribbon.org.uk/find-help It's very important to share this information in a way that is safe for the person you are offering it to. Assess the situation and respect her wishes. If someone is in immediate danger, always call 999.	• Share our find-help page and any local organisations to you.
Friday 2nd December	What men can do/ Allyship	Trying to achieve #TheGoal at work? Make sure your women colleagues are getting the recognition they should! Speak up, celebrate and acknowledge their achievements. Men can challenge the 'likeability penalty'. Women in the workplace are often penalised when exhibiting qualities usually attributed to male colleagues. For example, women displaying leadership qualities can often be called 'bossy', instead of recognising the skill. If you'd like some more ideas, visit https://www.whiteribbon.org.uk/whiteribbonday22	• Share schemes, policies and workplace culture at your organisation.
Saturday 3rd December	Ambassadors and Champions	Have you always wanted to be able to do more, day-to-day to end violence against women? Get one step closer to #TheGoal every day.	• Share why you have Ambassadors and Champions in your organisation.

		By becoming a White Ribbon Ambassador or Champion you can make a difference with your friends and at work. To find out more, visit https://www.whiteribbon.org.uk/ambassadors-and-champions	
Sunday 4th December	Educational – understanding prevention	All men can join the team to achieve #TheGoal Even if you don't think you're a part of the problem, you can make a positive impact and change harmful attitudes. By educating yourself about gender inequality, you will be able to educate others and change culture. We have to start playing as a team. https://www.whiteribbon.org.uk/reports-publications	• You may like to share what impact educating your staff teams has had on your organisation.
Monday 5th December	Education in schools	Children and young people want to know how they can help reach #TheGoal. Education is a vital tool in challenging and stopping negative gender stereotypes. White Ribbon UK has developed education resources for schools, youth groups and young people. Find out more here: https://www.whiteribbon.org.uk/reports-publications	
Tuesday 6th December	A day of memory	Today marks the anniversary of the murder of 14 women at a university in Montreal, Canada. This led to the start of the White Ribbon movement. Today, we remember all those who have lost their lives to men's violence. #EndMaleViolenceAgainstWomen #WhiteRibbon #16Days	
Wednesday 7th December	What men can do/ Allyship	Have you committed to #TheGoal, but your friends haven't yet? Talk to your male friends and family. It may seem like a difficult conversation to have, but it doesn't need to be. It's important to discuss the issues sensitively and to remember that you're not an expert but talking to your social circle about it can have an incredibly positive impact on women and your friendship group and family.	• Share some ways you help spread the White Ribbon message internally and with partner organisations.
Thursday 8th December	Accreditation and Supporter Organisations	Would you like your workplace to commit to #TheGoal?	• Share the ways you have benefitted from

		White Ribbon Accreditation is a powerful tool for workplaces. To increase the knowledge and skills of staff to address violence against women, promoting allyship and making the workplace better for everyone find out more here: https://www.whiteribbon.org.uk/organisations	becoming Accredited.
Friday 9th December	White Ribbon Promise	All men can commit to a world without violence against women and girls - that's #TheGoal. Whether you're a football fan or not, make the White Ribbon Promise today. https://www.whiteribbon.org.uk/promise Never use, excuse or remain silent about violence against women.	
Saturday 10th December	World Human Rights Day	Everyone deserves to be treated equally, and to live without fear of violence. This #HumanRightsDay, we need to start playing as a team. All men can commit to ending the violence against women and girls - that's #TheGoal Make the White Ribbon Promise today - https://www.whiteribbon.org.uk/promise	