

## White Ribbon Day 2022 - Social Media Guidelines

FIFA men's World Cup starts the same week as White Ribbon Day. 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 join the team to end violence against women and girls - that's #TheGoal. Whether you're a football fan or not, let's work together to achieve gender equality.

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

You can use the following hashtags while taking part in White Ribbon Day: #TheGoal #WRD22 #WhiteRibbonDay #WhiteRibbon #MakeThePromise #16Days

Post regularly, including in the run up to White Ribbon Day on 25th November, on each social media platform you are using.

To help you do this, we have produced a '16 Days of Action' social media template that which you may want to use; this can be adapted to suit your own organisation.

Don't forget to publicise any events you are running yourselves and engage with other users on social media - a like or comment can help to show support and boost engagement.

As an anti-violence organisation, we try to always focus on, 'what can be done?' rather than 'what's wrong?' and give examples of positive stories and awareness raising.



Here are some helpful guidelines for your own social media strategy this White Ribbon Day:

### **Twitter**

There are various hashtags to use for White Ribbon Day 2022, with #TheGoal and #WRD22 being the core two. Please use these in all relevant tweets. You can also follow them to find others sharing WRD22 content. Tag our Twitter account in your WRD22 posts (above) and retweet others.

### **Facebook**

On your personal profile, the first and easiest thing you can do to promote White Ribbon Day is add our frame to your profile picture – you'll find this in the WRD22 resource pack. Find out how here:[bit.ly/2llecsc](https://bit.ly/2llecsc). You can also create a bespoke Facebook 'event' for your day and link to it in your public posts:

<https://www.facebook.com/help/116346471784004>.

### **Instagram**

You can tag and share our feed posts to your own profile 'Stories'. To share a feed post to your story, just tap the paper airplane button below the post, just as you would to send it via Direct. You can also tag our Instagram account in your own WRD22 posts and use the hashtags above.

### **LinkedIn**

This is a great opportunity for businesses to encourage employees to make the White Ribbon Promise and share your experience as a Supporter or Accredited Organisation with stakeholders on LinkedIn. You can also share your workplace WRD22 fundraisers, events, and pledges. As individuals, you can discuss why you chose to support White Ribbon and made the Promise.

**#TheGoal** **#WhiteRibbonDay** **#WRD22**