



GIRL GUIDES AND GIRL SCOUTS SUPPORT
International Women's Day



International Women's Day 2021

COMMUNICATIONS PACK

To mark International Women's Day, we will be celebrating the women and girls who make up our Movement and how they Choose to Challenge things that are unjust and unfair in the world around us. Thank you for getting involved and Choosing to Challenge with us.

#ChooseToChallenge

International Women's Day (IWD) is a very important moment for us as a global Movement for girls and young women; it gives us the chance to showcase our commitment to gender equality and the ways in which we speak out for girls' and women's rights.

The official IWD theme for 2021 is #ChooseToChallenge. It's about knowing your rights and challenging those that abuse them. This could be challenging gender bias, discrimination, and stereotyping or even inaction on climate change or online abuse. This is about challenging the structures and attitudes which prevent girls and women from being properly valued; so they can fulfil their potential as equal citizens of the world.

#ChooseToChallenge

#IWD2021

FIND ALL THE COMMUNICATIONS ASSETS:

- [Email signature banner](#)
- [Zoom background](#)
- [Social Media Assets](#)

KEY MESSAGES

Girl Guides & Girl Scouts support International Women's Day.
We Choose to Challenge stereotypes which say women and girls don't make good leaders.
We Choose to Challenge gender bias, discrimination and inequality.
We Choose to Challenge decisions made about girls without girls.
Will YOU Choose to Challenge with us?

For a [Girl Guide/Girl Scout], no challenge is too big, no impact too small. Choose to Challenge with us.

From climate change to plastic pollution, period poverty to malnutrition, our world is facing huge challenges. As the world's largest Movement for girls and young women, we are determined to transform challenge into change. This IWD, join us as we celebrate what our Girl Guides/Girl Scouts Choose to Challenge, because from challenge comes change.

SUGGESTED SOCIAL MEDIA POSTS

Posts should never be just plain text. They should be accompanied with images, graphics, GIFs and videos that get people's attention. Don't decide your content based on what you want to say, think about what girl guides and girl scouts will want to engage with. And if you don't know - ask them!

Mark your calendars. #IWD2021 is less than two weeks away.
Don't miss your chance to celebrate it. All our efforts will add up!

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Drum roll please - we're excited to unveil that this year the official #IWD2021 theme is..... #ChooseToChallenge!

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We know you do this all the time, so let's use #IWD to show the world how brave and strong we all are.



SUGGESTED SOCIAL MEDIA POSTS CONT..

Choose to Challenge is about knowing your rights and feeling confident enough to stand up against an everyday discrimination that you face and say enough is enough. We know you all do this all the time, so let's use #IWD2021 to show the world how brave and strong we all are.

There are several official IWD competitions that you can enter to express your Choose to Challenge messages, so get your thinking caps on. We look forward to seeing & hearing them all!

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Did you know that #IWD2021 is just around the corner ?

Join us in sharing what you will #choosetochallenge to mark IWD. It might be challenging that you do more chores at home than your brothers or choosing to challenge the sexual harassment that you experience on the streets.

Once you know what it will be, think about how you'll challenge it and share your plans with your friends and networks on social media.

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#IWD2021 is an important moment for us to come together as a global Movement for girls and young women, and showcase our commitment to gender equality.

This year, we have some exciting opportunities for everyone to get involved. Get creative! Express what you will Choose to Challenge to mark IWD and do so creatively through street art, photography, rap, typography or even cake baking. You can share these on social media, with the #IWD2021 and #ChooseToChallenge hashtags, or enter the official IWD competitions!




Join other Girl Guides and Girl Scouts around the world at [WAGGGS' 'Listen to Girls' event](#) on Sunday 7 March at 2pm (GMT) . Young women from across our Movement will challenge decision-makers to listen to them. It will be hosted in four languages and there will be a surprise. Curious about what it can be? [Register here today.](#)

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HASHTAGS AND ACCOUNTS

Please use the official IWD hashtags, #IWD2021 and #ChooseToChallenge, in your posts. Please also tag the WAGGGS and IWD accounts. This will help your posts reach more people.

 @wagggsworld | @Internationalwomensday
 @wagggsworld | @Internationalwomensday_global
 @wagggsworld | @womensday

HOW TO PLAN AN ONLINE COMMUNICATIONS CAMPAIGN

2 WEEKS BEFORE:

We'd recommend that you start communicating about IWD right after WTD, to introduce the theme and get people mobilised and ready to take action in both the build up to IWD and on the day itself. Explain yourself clearly and simply and use punchy visuals that will make girls take interest in what you have to say.

Share your main Calls to Action (CTAs) i.e. what they can get involved in.

1 WEEK BEFORE:

Start conversations that can help your members consider the importance of International Women's Day, and what it means for them and other girls and women worldwide.

Keep sharing your main CTAs

3 DAYS BEFORE:

Make sure there isn't anyone who doesn't know it's IWD on 8 March and make sure they know how you are marking it this year. Remember to engage, entertain as well as inform. Avoid too much broadcasting.

ON THE DAY:

Make sure to record the key events that are happening to create hype and excitement, take photos and videos and release content you have 'saved' for the day. This is usually your flagship content like a video.

THE DAY AFTER:

Say thanks to those that got involved, share highlights/photos of activity that have been sent into you or that you were tagged in on social media.
preventing violence against women and girls.

HOW TO PLAN AN ONLINE COMMUNICATIONS CAMPAIGN

Activity doesn't have to be online. Here are some suggestions of communications activities you can do to mark IWD which don't need an internet connection:

Sharing information with local newspapers or community news outlets.

If you are planning activities or initiatives which you think will be of interest to your local community, contact your local newspaper to let them know about it.

You could prepare a press release to send to them which gives information about what you are planning and why, or find a contact number and call them. If you do send in a press release, make sure you send it to the news outlet in advance of the day, making sure they have time to speak with you if they have any questions, and fit it into their schedule. [See IWD press release template and guidance here.](#)

Sharing information with radio stations

There will be many local radio stations which will probably be interested in hearing from us on IWD. Remember, we are the biggest movement for girls and women worldwide and that counts for something!

You can call your local radio station to speak with journalists, and share the information you've prepared with them. It could be information about an activity, initiative or it could be the story of a star girl guide or girl scout, or young leader. They may then want to pre-record an interview with you or have you / your girl guides speak live on air.

Using community notice boards

Put up posters on local community notice boards in local shops or religious institutions. This is great for our visibility as a Movement.

For more information about International Women's Day, please visit:
www.internationalwomensday.com



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