



SOCIAL MEDIA TOOLKIT

[#SheisPeace](#) [#InvestinHer](#)



Women's
International
Peace Centre



ACCORD
THE AFRICAN CENTRE FOR THE CONSTRUCTIVE RESOLUTION OF DISPUTES

ABOUT THE CAMPAIGN

There is a resounding call across the continent for greater support, recognition, and inclusion of local women peace actors in decision-making, showcasing their ability to foster community cohesion, facilitate dialogue, and address root causes of conflicts. In celebrating this women's month, March 2024, ACCORD and WIPC have come together to run a social media campaign titled, "**she is peace, invest in her**". The '**She is Peace - Invest in Her**' campaign aims to highlight the efforts of women who are contributing towards sustainable development, peace, and resilience as to promote women's greater participation in peace-building processes. It seeks to raise awareness about the strategic importance of investing in women across various sectors. By fostering dialogue, inspiring action, and showcasing commitments to supporting women's progress, the campaign aims to contribute to more robust and inclusive solutions for the multifaceted issues confronting Africa.

ORGANISATIONAL PROFILES



ACCORD, a conflict management institution, focuses on bringing conflict resolution, dialogue, and institutional development to the forefront as alternatives to armed violence and protracted conflict. Acknowledging the crucial role women play at local and national levels, ACCORD aims to build capacity and skills through training, policy development, and research.



WIPC collaborates with partners in conflict-affected settings in Africa and Asia to empower women not only to contribute to peacebuilding processes but also to transform these spaces into more gender-inclusive and responsive environments.

JOIN THE MOVEMENT

Join us in celebrating the strength, resilience, and achievements of women in peacebuilding. By investing in women, we invest in a brighter, more harmonious future for all. Follow the campaign throughout March, share your stories, and be part of the transformative journey towards gender equality and sustainable peace. Below are some messages, visuals and hashtags that you can use for the campaign.

Hashtags: #SheisPeace #Investinher – and don't forget to tag us in your posts! Follow

ACCORD:     

WIPC:   



KEY MESSAGES

“Empowering women at the grassroots level has a ripple effect, creating a global impact. Let’s recognise and invest in their resilience and strength for a harmonious world. **#ShelsPeace #InvestinHer**”

“Women not only contribute to peace processes; they transform spaces to be more inclusive and responsive. Invest in women to reshape societies for the better. **#ShelsPeace #InvestinHer**”

“It’s not just about having women at the table; it’s about amplifying their voices and valuing their perspectives. Let’s go beyond representation and truly invest in women as catalysts for change. **#ShelsPeace #InvestinHer**”

Promoting inclusive leadership means embracing diverse perspectives and voices. Women leaders bring unique insights that contribute to stronger, more resilient societies.”

“In the face of climate challenges, investing in women in agriculture is not just essential; it’s a pathway to resilience. Support women as the backbone of rural economies for a sustainable future. **#ShelsPeace #InvestinHer**”

“Integrating peace education into our systems is crucial for stability. Recognising the pivotal role of women in peacebuilding, it is imperative to enhance their skills through peace education. **#ShelsPeace #InvestinHer**”

“Education is the key to enhancing women’s roles in peacebuilding. By empowering women with knowledge, we empower them to be catalysts for positive change **#ShelsPeace #InvestinHer**”

Empowering young women is not just an investment in today; it’s an investment for sustainable peace. Let’s uplift the voices and visions of young peacebuilders! **#ShelsPeace #InvestinHer**”

“Celebrate the strength and wisdom of African women in peacebuilding and invest in their potential. **#InvestInHer #SheisPeace**”

“There’s no one-size-fits-all approach to peace. Let’s recognise and celebrate the diverse paths women take to build peace in their communities. **#ShelsPeace #InvestinHer**”

“Beyond words, let’s commit to action. Share your commitment to supporting women’s progress and join us in creating a world where every woman is a force for peace. **#ShelsPeace #InvestinHer**”

VISUALS

QUOTE CARDS - [Download Quote Cards Here](#)

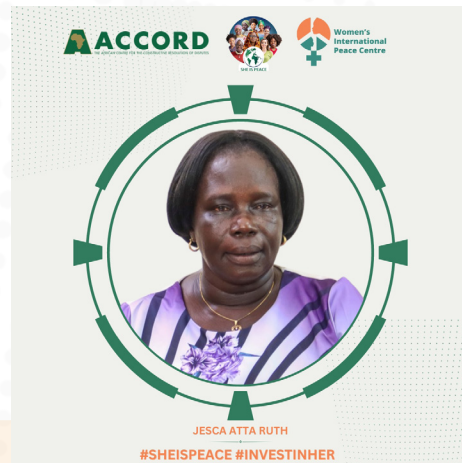


QUOTE CARD TEMPLATE:

How to Use the Template:

- Step 1: Click on the word template
- Step 2: Upload your picture from phone or computer
- Step 3: Drag your picture into the placeholder
- Step 4: Click on share → Download → Select JPG → Click on 'All Pages' → Deselect Page 1 → Click on Done → Download and Share your thoughts on the impact and importance of investing in women.

SPOTLIGHTS - [Download Graphics Here](#)



SPOTLIGHT TEMPLATE:

How to Use the Template:

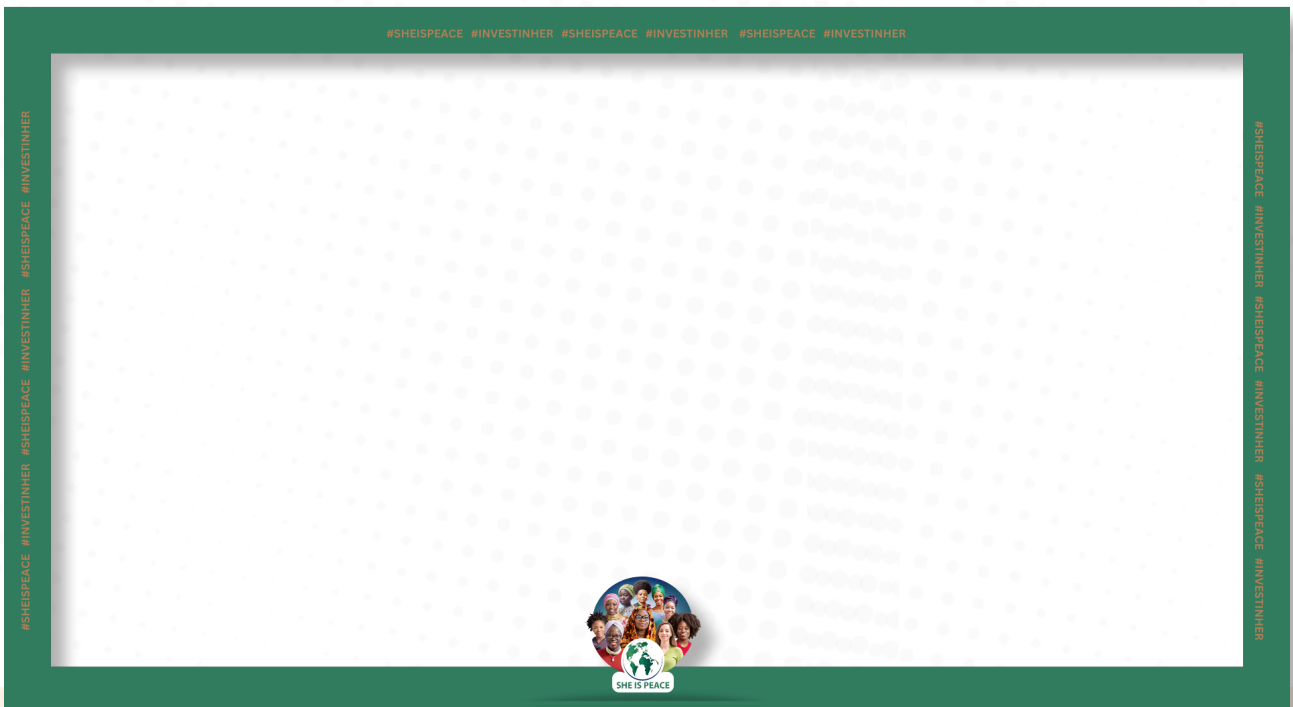
- Step 1: Click on the word template
- Step 2: Upload your picture from phone or computer
- Step 3: Drag your picture into the placeholder
- Step 4: Click on share → Download → Select JPG → Click on 'All Pages' → Deselect Page 1 → Click on Done → Download and Share the work they are doing.

SHARE YOUR THOUGHTS - [Download Graphics Here](#)



SHARE YOUR WORK THAT YOU ARE DOING TO ADVANCE GENDER EQUALITY

[Download Template Here](#)



CONCEPT OF THE VIDEO

Through the video, the goal is to shine a spotlight on the invaluable contributions of local women peacebuilders, inspiring viewers to recognise and support their vital role in creating more peaceful communities.

Stakeholder: Women at local level working towards achieving peace in their communities

Video starts with a grassroots woman peacebuilder speaking directly to the camera, sharing her story in a monologue format but in 3rd person not 1st person. The woman will speak about their work. They can share anecdotes, challenges, and triumphs, offering glimpses into their daily lives as a grassroots peacebuilder. Each woman concludes her monologue, by proudly introducing herself again in 3rd person with, "Her name is [Your Name], she is a grassroots peacebuilder, She is Peace, Invest in Her."

YOU CAN USE THIS FRAME TO SHARE STORY IN POTRAIT MODE,

YOU CALL ALSO USE OUR INSTAGRAM FILTER:
<https://www.instagram.com/ar/418876980653084>

[Download Template Here](#)

