



SOCIAL MEDIA TOOLKIT

INTRODUCTION

Launching on April 11, 2018 – International Day of Maternal Health and Rights – *What Women Want* is a global advocacy campaign to improve quality maternal and reproductive healthcare for women and girls and to strengthen health systems.

A two-year campaign, *What Women Want* will collect responses throughout 2018 and key findings will be analyzed, aggregated and shared in 2019, using key global and national moments to involve and galvanize as many people as possible in making positive change for women and girls.

You can help us reach 1 million women and girls! Join the *What Women Want* campaign today by promoting the survey through your social media channels. Example messaging and images can be found below, but feel free to take the image templates (saved [HERE](#) in an easily changeable PowerPoint format) and put your own photos and quotes into *What Women Want* branding.

KEY MESSAGES

- * Women and girls must receive quality, equitable and dignified care if we are to achieve related SDGs and universal health coverage. But, to provide quality healthcare, we must first understand what quality means to women and girls.
- * *What Women Want* is an important initiative meant to discover what quality healthcare means to women and girls around the world and to create a detailed advocacy agenda to realize their demands.
- * Women's and girls' opinions about their health matter and they must be valued so they can best direct their own healthcare. When women and girls are involved in identifying barriers and solutions to healthcare needs, progress accelerates in their communities, and lives are saved.
- * Quality healthcare means different things to different people, so it is important to hear directly from women about their priority for their own reproductive and maternal healthcare.

HASHTAGS AND TAGGING

What Women Want is owned by the women and girls who respond to the survey and all the organizations who participate. The campaign has been designed specifically as a neutrally-branded effort to bring together all those working on behalf of women's and girls' health and well-being under one umbrella.

To join your voice with the million women and girls taking the survey, always tag your posts #WhatWomenWant.

SAMPLE FACEBOOK MESSAGES

Download images to share on Facebook [HERE](#), or create your own #WhatWomenWant social media tiles [HERE](#).

- * Over 800 women and girls die during pregnancy and childbirth every day. These needless deaths could be prevented through quality healthcare. I'm proud to join the *What Women Want* campaign so that together we can discover what quality healthcare means to women and girls around the world. When we know #WhatWomenWant, we can create a

detailed advocacy agenda to realize the healthcare demands of women and girls around the world. Join the movement at www.whatwomenwant.org and help save lives.

- * What does quality reproductive and maternal healthcare mean to you? On April 11, tell us your top priority and join the #WhatWomenWant movement. www.whatwomenwant.org
- * Let us know what quality reproductive and maternal healthcare means to you by adding your voice to the millions of other women and girls taking the #WhatWomenWant survey at www.whatwomenwant.org. Your voice matters!

SAMPLE TWITTER MESSAGES

Download images to share on Twitter [HERE](#), or create your own #WhatWomenWant social media tiles [HERE](#).

- * #DYK 800 women will die during pregnancy or childbirth today? Quality healthcare could prevent these needless deaths. Tell us #WhatWomenWant and join 1 million women from around the world demanding their rights to health and wellbeing. www.whatwomenwant.org
- * Your voice matters. Let us know what quality healthcare means to you so that #WhatWomenWant can create a #reproductive and #maternalhealth advocacy agenda that will save the lives of women around the world. www.whatwomenwant.org
- * Women must receive quality, equitable and dignified care if we are to achieve related SDGs and universal health coverage. Starting April 11, tell us #WhatWomenWant and help create a world where all women and girls receive quality care. www.whatwomenwant.org
- * We all know that quality healthcare saves lives. But, in order to provide quality healthcare, we must first understand what #quality means to women. Tell us #WhatWomenWant and join the movement! www.whatwomenwant.org
- * #DYK Complications from pregnancy and childbirth are the leading cause of death for girls ages 15 to 19 years old globally. Quality healthcare could prevent these needless deaths. Tell us #WhatWomenWant and join 1 million women and girls from around the world demanding their rights to health and wellbeing. www.whatwomenwant.org
- * #DYK More than 200 million women worldwide wish to delay or avoid pregnancy but lack access to contraception. Starting April 11, tell us #WhatWomenWant and help create a world where all women and girls receive quality care. www.whatwomenwant.org

INSTAGRAM

Download images to share on Instagram [HERE](#), or create your own #WhatWomenWant social media tiles [HERE](#), including a printable design that will let you write your own "ask" for quality reproductive and maternal health and share with the world.

- * Your voice matters. Let the world know what quality healthcare means to you so that #WhatWomenWant can create a #reproductive and #maternalhealth advocacy agenda that will help save the lives of women and girls. Join the movement and share what #quality reproductive and maternal healthcare means to you. www.whatwomenwant.org

WHATSAPP

Share this message with your contacts on WhatsApp to help spread the word about #WhatWomenWant.

- * Women and girls must receive quality, equitable and dignified care if we are to achieve related SDGs and universal health coverage. Starting April 11, tell us #WhatWomenWant and help create a world where all women receive quality reproductive and maternal healthcare. www.whatwomenwant.org



- * Download these images and more to share on social media [HERE](#).
- * Create your own #WhatWomenWant social media tiles [HERE](#) – you will be able download the template on an easily changeable PowerPoint slide already formatted for social media sharing so that you can create #WhatWomenWant branded images using your own photos and quotes.
- * Print out a sign and write your own “request” for quality reproductive and maternal healthcare services [HERE](#). Take a photo of yourself (or friends!) holding the sign and share with the world. You should also feel free to make your own sign using household materials if you do not have access to a printer.