



WE Schools Social Media Toolkit

Hello,

Thank you for your service in taking part in our WE Schools program! Your local and global actions are a shining example of what we can achieve when we work together to make a difference. As an organization, WE is committed to making doing good doable, and we carry this mission into the classroom. We are so grateful for your commitment to making a difference in your communities and around the world!

Enclosed here is a social media toolkit for the WE Are Rafikis campaign. As you begin participating in the campaign, these social media assets are ready-made for you to communicate to your network on social media the cause that you are taking action on.

The paragraphs enclosed are suggested copy, but you may feel free to use the images and write your own posts to reflect how you connect yourself with the cause.

We are excited to have you participate in the cause on social media, and we can't wait to engage in your conversations! If/when you post on social media, make sure you do the following so that we can support your efforts:

Tag us on social media:

- Tag **@WEmovement** in your Instagram images
- Tag **@WEmovement** in your tweets
- Tag WE on Facebook by typing **@WEmovement** in your post

Official hashtag:

#WEareRafikis

Campaign sponsor:

Staples Canada
(@StaplesCanada)



When women have access to education, there's no stopping them. Together with @WEmovement and @StaplesCanada, we can send children in Kenya to school! Ask me how you can get involved.
#WEareRafikis

- LINK: <http://bit.ly/2h6XdHI>
- TAG: @WEmovement

When we empower women, we empower the world. Together with @WEmovement and @StaplesCanada, I'm helping women get access to education and opportunity! Ask me how you can help. #WEareRafikis

- LINK: <http://bit.ly/2whlzVO>
- TAG: @WEmovement



WE
Are
Rafikis

#WEareRafikis



A child born
to a mother
who can READ
is 50% more
LIKELY
to survive
past the age of 5