

WE Schools Social Media Toolkit

Hello world-changer,

Thank you for participating in WE Are Silent! We're so excited to have you join us in taking a vow of silence in solidarity with other students around the world, to amplify children's voices who go unheard and whose rights are denied.

Because of your contribution, we're showing everyone that we can truly make a difference when we work together. We're so grateful for your commitment to helping children everywhere gain access to education.

Enclosed is a social media toolkit for your WE Are Silent campaign. As you begin planning, fundraising and raising awareness, these ready-made assets will help you communicate with your network about your pledge.

We've also included the following captions as suggestions to use with the images, but feel free to write your own posts to reflect how you connect with the cause!

We're so excited to have you participate and spread awareness about WE Are Silent on social media, and we can't wait to engage in your conversations. If/when you post on social media, don't forget to tag us and use the official hashtag 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:

[#WEareSilent](#)

WE are  silent

Speak up with
silence for global
children's rights.

#WEareSilent

Caption:

Pledge to go silent with me on November 20 for WE Are Silent. Every \$50 raised gives primary education to one child. Give a voice to children worldwide whose rights are denied, so they can speak up. [#WEareSilent](#)

Link: [WE.org/wearesilent](https://www.wearsilent.org/)

Tag: [@WEmovement](#)

Education
empowers.
Help amplify
the **voices**
of those who
go **unheard.**

#WEareSilent

Caption:

Give children education and they'll have the tools to advocate for their rights and live freely. Join me on November 20 for WE Are Silent. Every \$50 raised gives one child access to primary education. [#WEareSilent](#)

Link: [WE.org/wearesilent](https://www.wearsilent.org/)

Tag: [@WEmovement](#)



Caption:

On November 20, I'm pledging to go silent for all children who go unheard. Every \$50 gives one child access to primary education. Help me reach my fundraising goal by donating to my WE Are Silent CrowdRise page here: [crowdrise.com/wearesilent/_____](https://crowdrise.com/wearesilent/)

Tag: [@WEmovement](https://twitter.com/WEmovement)



Caption:

Investing in a child's education can help them uplift themselves and give them the tools to speak up for their rights. Join me on November 20 for WE Are Silent and let's make a difference for children everywhere. [#WEareSilent](https://twitter.com/WEareSilent)

Link: [WE.org/wearesilent](https://www.wearsilent.org/wearesilent)

Tag: [@WEmovement](https://twitter.com/WEmovement)