



USAID
FROM THE AMERICAN PEOPLE

YOUTHPOWER2
LEARNING AND EVALUATION

2/8/2021

#Space4Her Social Media Toolkit




ICRW
INTERNATIONAL CENTER
FOR RESEARCH ON WOMEN
PASSION. PROOF. POWER.



**GENERATION
UNLIMITED**

Our Time.
Our Turn.
Our Future.

ABOUT GENERATION UNLIMITED

Generation Unlimited is a global partnership working to prepare young people to become productive and engaged citizens. It connects secondary-age education and training to employment and entrepreneurship, empowering every young person to thrive in the world of work.

ABOUT INTERNATIONAL CENTER FOR RESEARCH ON WOMEN (ICRW)

ICRW is a global research institute founded in 1976 with offices located in Washington, D.C.; New Delhi, India; Nairobi, Kenya; and Kampala, Uganda. Our research informs our advocacy, program implementation, and corporate advisory services. Our mission—to advance gender equity, social inclusion and shared prosperity—is anchored in the principle of human dignity. Our decades-long work with and for youth has focused on child marriage, female genital mutilation, gender equity in schools, violence against children, and positive youth development—ranging from curriculum development to sports-based programming to creating safe spaces. Removing barriers for youth, supporting their growth and aspirations, and ensuring they have a seat at the table are essential for their own development and for the global community.

ABOUT YOUTHPower2: LEARNING AND EVALUATION (YP2LE)

YP2LE activities will bring USAID's Journey to Self-Reliance and Youth in Development Policy to life by enabling investments in PYD research and evaluation within and across multiple sectors, including health, education, agriculture/food security, economic opportunity, peace and security, democracy, and human rights and governance. YP2LE will build and disseminate PYD evidence across multiple sectors; offer leadership in promoting PYD best practices; and provide rapid response, technical assistance to USAID staff to design, implement, and evaluate youth activities. The goal of these activities is to give practitioners the information, tools, and resources they need to develop high-quality, impactful, and sustainable youth programs, allowing empowered youth, working with supportive adults, to create the kind of sustainable change in individuals and systems that leads to self-reliance.

ABOUT YOUTHLEAD

Launched in 2018 under the USAID-funded project YouthPower Learning and continued under YP2LE, YouthLead.org is designed for young changemakers making a positive impact in their community through service, activism, advocacy, education, and entrepreneurship. Our network members are focused on finding solutions by connecting people, ideas, and resources to tackle critical issues affecting young people at home and around the world.

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THE #SPACE4HER CAMPAIGN

The goal of the #Space4Her Campaign, led by Generation Unlimited, the International Center for Research on Women (ICRW), and YouthPower2: Learning and Evaluation (YP2LE) is to bring attention to the need for safe spaces for young women and girls to thrive. Safe spaces are places where women and girls have the opportunity to overcome discrimination and nurture their potential. Creating an enabling environment, building assets, encouraging agency, and facilitating contribution are key elements of safe spaces and the [PYD approach](#).

The campaign will provide inspiration, resources, and ideas for youth on how they can participate, including:

- Learning more about safe spaces and finding resources on how they can implement these in their own community through resources found on the campaign webpage.
- Using #Space4Her and tagging @youthleadglobal to share their activities or insight related to protecting women and girls.
- Sharing with their network the resources, tools, or inspirations they have found on YouthLead.org.
- Using their phone to create a short video showing what they are doing to create safe spaces and sharing the video on social media using #Space4Her.
- Creating a work of art (i.e. painting, poem, song, photograph, drawing, multi-media, etc.). We will feature the top choices on YouthLead.org.
- Explaining in a tweet (280 characters or less) what a safe space means to them, using the #Space4Her.
- Taking a photo and applying one of the Instagram #Space4Her stickers.

We are asking you to:

- **Participate** in the campaign.
- **Share** relevant trainings, tips, tools, and service-guides to support creating a safe #Space4Her by emailing us at infoyl@youthpower.org or posting your own resources on YouthLead.org.
- **Amplify** the #Space4Her campaign by sharing our posts and adding your own using this social media toolkit.
- **Follow** us at [@youthleadglobal](#) and our partners to stay updated.

MESSAGING

The campaign has three main messages.

Message #1

Safe Spaces for girls increase their psychosocial assets and may correlate with a stable

economic livelihood later in life. Safe spaces reduce risks by mobilizing the community, and creating a unified identity.

Message #2

There are ideas, links, resources, and tools available on GenerationUnlimited.org, ICRW.org, and YouthLead.org to help youth learn how to create an inclusive, ethical space for girls to develop, learn, and grow.

Message #3

The YouthLead Network allows for meaningful connections with peers and potential partners and provides youth with a network to help them create safe spaces and improve the livelihoods of young women and girls.

We ask that social media posts incorporate one of these three messages. Post should provide resources and links and include the #Space4Her as well as one of our handles to allow us to amplify the message. All messages should be relevant to youth (ages 15-35) and/or youth-serving practitioners. Whenever possible, resources and social media posts should try to accommodate different languages.

HANDLES

Please tag us on your posts, and we will repost on our channels.

- YouthLead Twitter: @YouthLeadGlobal
- YouthLead Instagram: @youthleadglobal
- YouthLead Facebook: @YouthLeadglobal
- YP2LE Twitter: @YPLearning
- YP2LE Facebook: @YouthPowerLearning
- Generation Unlimited Twitter: @_GenUnlimited
- Generation Unlimited Instagram: @genunlimited
- ICRW Twitter: @ICRW
- ICRW Facebook: @ICRWDC

HASHTAGS

The hashtags below can be inserted in the posts to make the #Space4Her posts easier to find.

- #Space4Her (main)
- #MeetTheUnlimited
- #Safe4Her
- #KeepHerSafe (for reach)

CAMPAIGN TIMELINE

The #Space4Her Campaign will run from February 8 – March 8, 2021. There are a few international days of observance that will help anchor communications. Depending on applicable content, those days may include the following:

February

11 February - International Day of Women and Girls in Science

20 February - World Day of Social Justice

March

1 March - Zero Discrimination Day

8 March - International Women's Day

SAMPLE POSTS

Below are some of the posts we recommend using to help spread the word on Facebook, Twitter, and Instagram. We have included graphics with the campaign logos below the sample posts.

SHORT POSTS (GOOD FOR TWITTER AND INSTAGRAM)

- Are you a #champion for safe spaces for #young #women and #girls? Interested in becoming one? From now through March 8, use the #Space4Her to share with us what safe spaces mean to you. Learn more about the campaign: <https://www.youthlead.org/events/do-your-part-create-space4her>
- We are excited to introduce the #Space4Her campaign to help create inclusive, ethical spaces for girls to develop, learn, and grow. Safe spaces are places where #women and #girls have the opportunity to overcome discrimination and nurture their potential.
<https://www.youthlead.org/events/do-your-part-create-space4her>
- The most sustainable #youth programs meaningfully involve youth in decision making and plan for sustainability right from the beginning. When we create a #Space4Her, we set #young #women and #girls up for success.
- Meet our #Space4Her campaign partner @_GenUnlimited, a global partnership working to prepare young people to become productive and engaged citizens. Learn more about how you can get involved in the campaign: <https://www.youthlead.org/events/do-your-part-create-space4her>
- Meet our #Space4Her campaign partner @ICRW, a global research institute working to advance gender equity, social inclusion, and shared prosperity. Learn more about how you can get involved in the campaign: <https://www.youthlead.org/events/do-your-part-create-space4her>
- Can you describe #safe spaces for #young #women and #girls in 280 characters or less? Explain in a tweet what a safe space means to you, using the #Space4Her and tagging @youthleadglobal. We will retweet our favorites!
- Looking for an easy way to show off your #Space4Her support? Head over to your #Instagram story, swipe up, and search for the #Space4Her stickers. Remember to tag us @youthleadglobal! Learn more: <https://www.youthlead.org/events/do-your-part-create-space4her>
- The #Space4Her stickers are now available on your #Instagram Story! Adding them is easy – just swipe up, search #Space4Her, and select a sticker. Don't forget to tag us @youthleadglobal. Learn more: <https://www.youthlead.org/events/do-your-part-create-space4her>

- Having a safe space gives #youth an opportunity to connect with others who are facing similar experiences and challenges. As a consequence, safe spaces can promote #healing, empowerment, and #resilience. Create a #Space4Her. <https://www.youthpower.org/youth-center-toolkit>
- Safe space groups are widely shown to have a consistent positive effect across countries and contexts on changes that are internal to #girls. Safe spaces provide a community working to prevent violence and promote #PYD. #Space4Her <https://www.youthpower.org/youth-center-toolkit>
- After-school programs for #young #women and #girls could spark interest for their career path. If we invest resources to create a focused on #science, we can see an increase in #WomenInScience. #Space4Her
- The most sustainable #youth programs meaningfully involve youth in decision making and plan for sustainability right from the beginning. When we create a #Space4Her, we set #young #women and #girls up for success.
- #SocialJustice begins with #youth. When we create safe spaces for the most marginalized communities, we create an environment that promotes healing and confidence building. #Space4Her #SocialJusticeDay
- Safe spaces allow #youth to develop a sense of #identity and belonging among beneficiaries, volunteers, and #community members. By creating a space that promotes removing barriers, we promote #genderequality and #socialjustice goals. #Space4Her #SocialJusticeDay
- #Youth programs must be set up to teach #ZeroDiscrimination and promote skills building that allows for any youth, regardless of their background, to achieve success. #Space4Her
- Every day, we can make conscious choices that lift up #women and #girls and do not promote #gender bias and inequity. Let's create a #Space4Her that celebrates their achievements and empowers them to take action. #IWD2021
- In spite of what happens in the world, we aim to develop #BraveSpaces for #youth where they can come together to heal. Together, we can create a #space4her that builds the confidence and skills that allows for young #women and #girls to blossom.

LONG POSTS (GOOD FOR FACEBOOK AND LINKEDIN)

- We are excited to introduce the #Space4Her campaign to help create inclusive, ethical spaces for girls to develop, learn, and grow. Safe spaces are places where women and girls have the opportunity to overcome discrimination and nurture their potential. Use the #Space4Her from now through March 8! Learn more about how you can get involved: <https://www.youthlead.org/events/do-your-part-create-space4her>
- Meet our #Space4Her campaign partner @_GenUnlimited, a global partnership working to prepare young people to become productive and engaged citizens. It connects secondary-age education and training to employment and entrepreneurship, empowering every young person to thrive in the world of work. Learn more about how you can get involved in the campaign: <https://www.youthlead.org/events/do-your-part-create-space4her>
- Meet our #Space4Her campaign partner @ICRW, a global research institute working to advance gender equity, social inclusion, and shared prosperity. Their decades-long work with and for #youth has focused on child marriage, #female genital mutilation, #gender equity in schools, violence against children, and positive

youth development – ranging from curriculum development to sports-based programming to creating safe spaces. Learn more about how you can get involved in the campaign:

<https://www.youthlead.org/events/do-your-part-create-space4her>

- Are you a #champion for safe spaces for #young #women and #girls? Interested in becoming one? We want to hear from you! From now through March 8, use the #Space4Her to share with us what safe spaces mean to you and to bring attention to the need for safe spaces for young women and girls to thrive. Learn more about the campaign: <https://www.youthlead.org/events/do-your-part-create-space4her>
- Looking for an easy way to show off your support of safe space of #young #women and #girls? The #Space4Her stickers are now available on your #Instagram Story! Adding them is easy - just swipe up, search #Space4Her, and select a sticker. Don't forget to tag us @youthleadglobal. Learn more: <https://www.youthlead.org/events/do-your-part-create-space4her>
- Many effective #youth programs include public safe spaces where youth can share ideas, learn new skills, and have constructive use of their non-school or work time. As a consequence, safe spaces can promote #healing, empowerment, and #resilience. These programs provide a set place for youth to engage with each other and in activities that range from #education to sports to #civicengagement. @USAID is committed to developing resources that help youth in their Positive Youth Development (#PYD) journey. #Space4Her Learn more: <https://www.youthpower.org/youth-center-toolkit>
- Successful #youth programs use a formal curriculum to structure their programming but also remain flexible to the particular needs or interests of their participants. Programs may address workforce development, #violenceprevention, #communityengagement, or sexual and reproductive health, depending on the priorities of the organization or youth. <https://www.youthpower.org/youth-center-toolkit> #Space4Her
- After-school programs for #young #women and #girls could spark interest for their career path. If we invest resources to create a focused on #science, we can see an increase in women in #STEM. The most sustainable #youth programs meaningfully involve youth in decision making and plan for sustainability right from the beginning. When we create a #Space4Her, we set #young #women and #girls up for success.
- #SocialJustice begins with #youth. When we create safe spaces for the most marginalized communities, we create an environment that promotes healing and confidence building. #Safe spaces allow these youth to develop a sense of #identity and belonging among beneficiaries, volunteers, and #community members. By creating a space that promotes removing barriers, we promote #genderequality and social #justice goals. #Space4Her #SocialJusticeDay
- Having a safe space gives #youth an opportunity to connect with others who are facing similar experiences and challenges. As a consequence, safe spaces can promote healing and #ZeroDiscrimination by providing skills that allows for any youth, regardless of their background, to achieve success. #Space4Her
- Each day we hold the opportunity to promote #femaleempowerment by making the conscious choice to lift up #young #women and #girls. In honor of #WomensDay, let's #ChooseToChallenge #gender bias and inequity, and instead, create a #Space4Her that celebrates achievements and empowers women and girls to take action. #IWD2021

SAMPLE GRAPHICS

#SPACE4HER

#SPACE4HER

YOUTHLEAD

Safe Spaces for girls increase their psychosocial assets and may correlate with a stable economic livelihood later in life.

JOIN THE CONVERSATION TODAY USING #SPACE4HER





YOUTHLEAD

WE ARE DEDICATED TO
#SPACE4HER



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YOUTHLEAD

THE #SPACE4HER
INSTAGRAM STICKERS
ARE NOW AVAILABLE!



Swipe up and search
#Space4Her!



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