

STAND FOR HER LAND

HER RIGHTS. HER LAND. A BETTER FUTURE FOR ALL.

Stand for Her Land

Launch Event: Social Media Toolkit

Background

The Stand for Her Land campaign helps make land rights a reality for millions of women around the world. Through collective action and advocacy at grassroots, national, and global levels, we work to close the implementation gap between the establishment of laws and commitments and the realization of those rights in practice.

A separate S4HL campaign social media toolkit is available, attached alongside, to promote the campaign regionally and globally.

This S4HL launch event toolkit is intended to support your promotion of the special event taking place in Nairobi – and online – on March 8, International Women’s Day, to formally launch the Stand for Her Land campaign.

Social post dates: **March 1-8**

Images

Find the [invitation image here](#) and [other images for your posts here](#).

Handles

Campaign:

@Stand4HerLand

Global Steering Committee:

@Landesa_Global

@GLTNnews

@Habitat_Org

@HuairouConnect

@LandCoalition

@RightsResources

@WorldBank

Country Coordinators:

Colombia: @CINEP_PPP

Senegal: @CICODEVAfrica

Uganda: @UCOBAC_

Hashtags

#Stand4HerLand

#WomensLandRights

#WomensLand

#LandRights

#WomensRights

#GenderEquality

#GenderEquity

#IWD2022

#BreakTheBias

#ClimateChange

#ClimateResilience

#FoodSecurity

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Facebook

Post 1:

Women's land rights are directly linked to the cross-cutting concerns of our time: climate change and food security. But a gap remains between the standards protecting women's rights to land and those rights in practice.

Join in Nairobi or online for the launch of Stand for Her Land, the global campaign dedicated to making land rights a reality for millions of women around the world. #Stand4HerLand #WomensLandRights #BreaktheBias



Tuesday, March 8, 2022



5-7 p.m. EAT



Nairobi, Kenya & online

Learn more and register: <https://stand4herland.org/join-us-s4hl-campaign-launch-at-international-womens-day-regional-convening/>

Post 2:

This International Women's Day, join leaders from across the world at the Stand for Her Land campaign launch – a special event to celebrate our shared vision for accelerating women's land rights.

Attend the March 8 event in Nairobi or online to learn how the power of women's land rights can further gender equality and set the course for a more climate resilient and sustainable future. #Stand4HerLand #WomensLandRights #BreaktheBias

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LinkedIn

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Instagram

Post 1:

Control over land is fundamental to gender justice.

Yet there are significant gaps between women's land rights that exist on paper and the realities of women on the ground.

The Stand for Her Land Campaign is dedicated to helping make land rights a reality for millions of women around the world. This International Women's Day, join the campaign launch event in Nairobi or online and share in the vision for accelerating women's land rights.

Visit the link in our bio to learn more and register.

#Stand4HerLand #WomensLandRights #BreaktheBias

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Twitter

Post 1:


#WomensLandRights are fundamental human rights. Join the #Stand4HerLand campaign launch in Nairobi or online this #IWD2022 to help make #LandRights a reality for millions of women around the world. Register <https://stand4herland.org/join-us-s4hl-campaign-launch-at-international-womens-day-regional-convening/> #WomensLand #GenderEquality @Stand4HerLand


Post 2:

You're invited! The #Stand4HerLand campaign launch celebrates the shared vision for accelerating #WomensLandRights.

 March 8

 5-7 p.m. EAT

 Nairobi & online

 <https://stand4herland.org/join-us-s4hl-campaign-launch-at-international-womens-day-regional-convening/>

#WomensLand #LandRights #GenderEquality #IWD2022 @Stand4HerLand

Post 3:

Closing the gender gap in land ownership could reduce the # of hungry people by >100 mill. Learn more about the power of #WomensLandRights at the #Stand4HerLand campaign launch in Nairobi or online on #IWD2022: <https://stand4herland.org/join-us-s4hl-campaign-launch-at-international-womens-day-regional-convening/> #GenderEquality #FoodSecurity @Stand4HerLand

Post 4:

Efforts to address #ClimateChange are more successful when women have strong #LandRights. Join the movement for #GenderEquality & climate action at the #Stand4HerLand campaign launch in Nairobi or online on #IWD2022: <https://stand4herland.org/join-us-s4hl-campaign-launch-at-international-womens-day-regional-convening/> #WomensLandRights @Stand4HerLand

Thank you for your support!
