



THE
CARTER CENTER



Inform Women, Transform Lives Launch - Social Media Toolkit

Thank you for helping us spread the word about women’s fundamental right of access to information. As you know, access to public information makes it possible for women to exercise their rights, influence public decision-making, and benefit from city services. With information, women can transform not only their own lives, but also the lives of their families and their communities.

Please download and share our graphics and videos on your social media channels. Feel free to use the suggested post copy at the end of this document along with the visuals of your choice – or create your own copy and tag us! You can also send people to cartercenter.org/info4women.

You can find our social media accounts here:



[@cartercenter](https://twitter.com/cartercenter)



[@cartercenter](https://facebook.com/cartercenter)



[@thecartercenter](https://instagram.com/thecartercenter)

Join the conversation on social media by adding these hashtags to your posts:

- Primary Hashtag:** #Info4Women
- #InformWomenTransformLives
- #IWD2021 (use the days around March 8)
- #WomensDay (use the days around March 8)
- #InternationalWomensDay (use the days around March 8)



**INFORM
WOMEN,
TRANSFORM
LIVES**

Video



Download Video [HERE](#)

Find the Link [HERE](#)

Static Image Posts



Strengthen Communities

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Access City Services

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Exercise Their Rights

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Influence Public Decision-Making

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Pursue Economic Opportunities

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Suggested Captions for Video or Images

Facebook Caption

All around the world, women don't have equal access to public information. That's why The Carter Center has launched the Inform Women, Transform Lives campaign to help connect women with information about city services that can benefit them, their families, and their communities. Learn more at cartercenter.org/info4women. #Info4Women

Twitter Caption

Across the world, women don't have equal access to public information that could benefit them. @CarterCenter is working to change that w/ "Inform Women, Transform Lives," a campaign to connect women w/ info about city services. Learn more: cartercenter.org/info4women #Info4Women

Instagram Caption

All around the world, women don't have equal access to public information. That's why @TheCarterCenter has launched the Inform Women, Transform Lives campaign to help connect women with information about city services that can benefit them, their families, and their communities. #Info4Women #InformWomenTransformLives