



## #WorldBankWomen: Social Media Toolkit

*It's Time for the First-Ever Woman World Bank President*

**#WorldBankWomen** is an initiative to push the World Bank and its member countries to nominate qualified women as the first-ever woman president. The campaign is being driven by the Vital Voices Global Leadership Network, a network of thousands of women leaders from over 180 countries. From February 7 to March 14, member countries will have the chance to nominate candidates for the next Bank president ahead of the World Bank's selection.

**Join the campaign and lend your voice: SIGN THE PETITION AT CHANGE.ORG and post to all your social media!** Sample tweets and posts are provided below for your use and customization. Please share the [petition](#) widely, and encourage your friends, family and peers to sign!

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| <b>Campaign Name:</b>   | #WorldBankWomen                                                                                                                                                                                                                                                                                                                                                           |
| <b>Hashtags:</b>        | #WorldBankWomen #ItsTime                                                                                                                                                                                                                                                                                                                                                  |
| <b>Campaign mantra:</b> | It's Time for the First-Ever Woman World Bank President                                                                                                                                                                                                                                                                                                                   |
| <b>Campaign images:</b> | Download at <a href="https://www.vitalvoices.org/worldbankwomen/">https://www.vitalvoices.org/worldbankwomen/</a>                                                                                                                                                                                                                                                         |
| <b>Key message:</b>     | It's time for the World Bank to nominate a qualified woman candidate for its next president who can steer the Bank to champion gender equality and the rights and interests of all women and girls. We are asking Finance Ministries to make women leaders a priority in their nominations and, ultimately, for the World Bank to select a qualified woman for president. |

### General Guidelines (Twitter, Instagram, Facebook)

- Include #WorldBankWomen and #ItsTime in all relevant posts
- Include the link to the Change.Org petition wherever possible or share VitalVoices.org to direct people to the petition <http://bit.ly/WorldBankWomenPetition>
- Tag Vital Voices @VitalVoices and World Bank @WorldBank
- Use campaign images and quote cards on <https://www.vitalvoices.org/worldbankwomen/>
- Tag the relevant government and Finance Ministry leaders in your country
- Use the sample posts to frame additional content, or share with your own perspective/story
- **Retweet and repost** other users' posts to show support and agreement, or simply to pass along their message to your own followers. You can also include a **quote or comment** before retweeting to voice your thoughts on the tweet.

### Adding Facebook Profile Frame

Here's how to add the #WorldBankWomen Facebook frame to your profile photo:

1. Visit [www.facebook.com/profilepicframes](http://www.facebook.com/profilepicframes)
2. Search for Vital Voices in the Frames search box
3. Select the #WorldBankWomen frame
4. Specify how long you'd like to keep the frame – from a few days to FOREVER!
5. Select "Use as Profile Picture"



### Sample Facebook Posts

- Organizations with women leadership are 140% more likely to have sustainable, profitable growth. #ItsTime for the @WorldBank to catch up and nominate a qualified woman for the next president. Sign our petition TODAY to advocate for women nominees for World Bank President! #WorldBankWomen <http://bit.ly/WorldBankWomenPetition>
- From households to boardrooms, investing in women has proven key to delivering the results our world needs: reduced poverty, improved livelihoods, sustainable growth, inclusive development, equitable rights. Yet in its 75-year history, the @WorldBank has never had a woman president. Sign our petition TODAY to advocate for women nominees for World Bank President! #WorldBankWomen <http://bit.ly/WorldBankWomenPetition>
- In its 75-year history, the @WorldBank has never had a woman president. With so many highly qualified women worldwide, #itstime. The WB is one of the most influential drivers of poverty reduction and global development – a qualified woman candidate would best identify with the potential of women as the largest untapped force for economic sustainability and growth. Help put women at the table. Join us now. #WorldBankWomen @WorldBank @vitalvoices <http://bit.ly/WorldBankWomenPetition>

### Sample Tweets

- The question facing the @WorldBank is no longer “why” a woman should be president, but “why not” & “which one”. Join us and demand women nominees for WB president. #WorldBankWomen #ItsTime <http://bit.ly/WorldBankWomenPetition>
- #Itstime for the @WorldBank to nominate qualified women candidates for its next president who can steer the Bank to champion #genderequality and the rights of all women and girls. #WorldBankWomen <http://bit.ly/WorldBankWomenPetition> ]
- In 75 years and 12 presidents, the @WorldBank has NEVER had a woman leader. #ItsTime for the @WorldBank to catch up and nominate a qualified woman for the next president. #WorldBankWomen <http://bit.ly/WorldBankWomenPetition>
- For too long, the @WorldBank president has been decided in select halls of power, and women have been disproportionately shut out. #ItsTime for the first-ever Woman World Bank President #worldbankwomen <http://bit.ly/WorldBankWomenPetition>

### Sample Instagram Posts (Please tag @VitalVoices in your posts)

- We want to talk about why the @WorldBank President has never been a woman and should be, why people are paying attention to this issue, and why you should care. Sign our petition to demand that women are nominated by visiting VitalVoices.org. #WorldBankWomen
- In its 75-year history, the @WorldBank has never had a woman president. #ItsTime that WB member countries seize this opportunity to nominate qualified #women candidates – to raise visibility for women’s leadership & push for an equitable and inclusive development agenda that champions the equality, rights, and empowerment of women and girls. Sign our petition to demand that women are nominated by visiting VitalVoices.org. #WorldBankWomen