

Global Girl Leading Summit

Social media toolkit

Friday 11th October 2024

About this toolkit

This social media toolkit provides essential resources to help you and/or your organisation promote the Global Girl Leading Summit's mission.

By using this toolkit, you can spread the word and encourage people to share their views, empowering girls to tackle gender inequality and discrimination.

The toolkit also offers information on the summit's aims, as well as communication materials to build a global sisterhood advocating for shared issues.

If you have any questions or would like to get in touch with the Global Girl Leading team, please contact us using the email provided below.

✉ info@mulberryschoolsfoundation.org

Summit details

In celebration of the International Day of the Girl, Mulberry Schools Trust presents its annual Global Girl Leading conference.

The event will be held at the Queen Elizabeth II Conference Centre in Westminster and streamed online, with free access to all the educational resources on our website.

The content of the day will be focused on how women lead change at local, national and international levels, opening up conversations about the global issues girls face and how they can solve them together, advocating for each other across the world.

Summit purpose and objectives

The Global Girl Leading Summit aims to:

- Empower girls with the knowledge, skills, and experience to address gender inequality and discrimination, fostering self-determination and the power of choice in their lives.
- Build a global sisterhood of girls advocating for each other on shared issues, leading change in ways responsive to their contexts, with mutuality and reciprocity at the core.
- Create an environment where girls, educators, and positive role models engage in discussion, debate, and work towards long-lasting social change.
- Enable young people to develop leadership and advocacy skills by taking responsibility for the planning, delivery, and follow-up of the summit.

Planned outcomes

Girls who participate in Global Girl Leading will:

- Gain better knowledge of the barriers facing girls and women worldwide, and understand how others have successfully addressed these challenges.
- Develop attributes, skills, and capacities to encounter discrimination with confidence, power, and constructive action.
- Use the Global Girl Leading platform to amplify their voices on human rights for girls and women.
- Become agents of change by negotiating the best outcomes for themselves and others.
- Participate in a global sisterhood of girls, advocating for each other's rights and equality with an ethos of mutuality and reciprocity.

Ways to promote the mission

- Template social media posts are available [here](#) and you can download social media graphics [here](#).
- Content will be available from Friday 4th October.
- Follow us on X (formerly Twitter) and engage with our posts: [@MulberryTH](#)
- Use the following hashtags in your posts: **#GlobalGirlLeading #DayOfTheGirl**
- Add the content [here](#) to your newsletter or email update.
- Share the Global Girl Leading website: <http://bit.ly/GlobalGirlLeading>
- Watch and share the summit via our YouTube livestream on Friday 11th October: <https://bit.ly/GGLLive24>

Suggested social media posts

- We're at the #GlobalGirlLeading Summit with @MulberryTH! Celebrating #DayOfTheGirl with inspiring conversations on how women lead change globally. Join us online or check out the free online resources.
- We're using the #GlobalGirlLeading platform to make our voices heard for girls' and women's rights. Join us in advocating for a brighter future! #DayOfTheGirl
- Better understanding the barriers facing girls and women across the world and learning from successful solutions. Let's support each other in overcoming challenges! #GlobalGirlLeading #DayOfTheGirl
- Participating in a global sisterhood of girls, advocating for each other's rights with an ethos of mutuality and reciprocity. We're stronger together! #GlobalGirlLeading #DayOfTheGirl
- Becoming agents of change and negotiating the best outcomes for ourselves and others. Let's lead the change we want to see! #GlobalGirlLeading #DayOfTheGirl

Suggested newsletter or email content

Empowering Girls at the Global Girl Leading Summit

We are celebrating International Day of the Girl today with the Mulberry Schools Trust, supporting girls as they lead change locally, nationally, and globally.

The Global Girl Leading Summit is dedicated to empowering girls to address gender inequality with the skills, knowledge, and confidence they need, while fostering a supportive global network of advocacy.

Key outcomes of the summit include:

- Gaining insight into barriers facing girls and women globally, and learning from successful strategies for overcoming these challenges.
- Building the attributes, skills, and confidence needed to tackle discrimination constructively.
- Using the Global Girl Leading platform to amplify voices on human rights for girls and women.
- Becoming agents of change, leading the way for themselves and others.
- Developing a global sisterhood that advocates for each other's rights with mutual support.

[Read more about Global Girl Leading here](#)