



# I WILL END FGM. WILL YOU? SOCIAL MEDIA CAMPAIGN TOOLKIT.

## AFRICA'S YOUTH KICK-START A MILLION CONVERSATIONS TO END FGM

### Campaign Overview.

As the largest African generation ever, young people across Africa are raising their voices and making our stand to end FGM known. We are asking our friends, our peers, our communities and our leaders to join us in speaking out about FGM.

Our vision is to spark 1,000,000 conversations around the world, which break the silence on FGM, and challenge people to reconsider their support for the practice.

Nearly 200 million women and girls have undergone FGM globally, in 30 countries. **Did you know that 68 million girls are at risk of FGM by 2030? That's one girl every 8 seconds.** This campaign is about protecting those girls.

Young people are taking the lead to end FGM and bring about positive change.

We are posting videos on social media to raise awareness and inspire others to show their support by also making a pledge to end FGM. The videos are on Twitter, Facebook and Instagram with the hashtags #ihavespoken and #EndFGM. We are showing our commitment to ending FGM, speaking out, and asking others to do the same.

The 'I Will End FGM. Will you?' campaign is an opportunity to celebrate the change that is already taking place, and to show the world that African young people are seriously committed to ending FGM.

These are the some of the commitments we are making:

- I WILL speak out to END FGM. Will you?
- I WILL break the silence to END FGM. Will you?
- I WILL raise my voice to END FGM. Will you?
- I WILL talk it out to END FGM. Will you?
- I WILL shout it out to END FGM. Will you?
- I WILL talk about FGM with my family and friends. Will you?
- I WILL spread the word, sharing what I know about FGM. Will you?



## Raise your voice – share your commitment to end FGM.

Make your commitment to speaking out to end FGM and share it on social media. Your short video should include the following:

*“My name is (name, second name) from (country).*

*I will (action/commitment) to end FGM.*

*Will you?”*

This can also come from a group – stating “We will...” and can be in any language.

**Post your video on Twitter, Facebook and Instagram using the hashtags: #ihavespoken #EndFGM.**

Example statements could include – but you can make up your own

- Speak up • Raise my voice • Shout it out • Have my say • Be heard • Empower communities • Reach out to youth • Talk it Out • Protect and empower girls • I will not cut my daughter •

**Add “Will you?” to inspire others to make their own commitment.**

## Sample social media posts.

**You can use the messages below on all your social media channels to add your voice to the campaign and inspire others to join you in speaking out.**

### Messages Promoting the Campaign

1. Today, youth activists across Africa launch the I Will End FGM campaign; a campaign by youth, for youth, to #EndFGM in this generation. Will you join them in speaking out? Go to: [www.iwillendfgm.org](http://www.iwillendfgm.org) #ihavespoken #EndFGM
2. Make your stand known to end FGM today!  
  
Steps:
  1. Record a 10 second video introducing yourself and what action you will take to end FGM in this generation. Add “Will you?” at the end to inspire others to do the same.
  2. Share on social media using the hashtags: #ihavespoken #EndFGM @thegirlgen
  3. Upload it on the website - [www.iwillendfgm.org](http://www.iwillendfgm.org)
3. At least 200 million girls and women across 30 countries have undergone FGM. 68 million more girls are at risk by 2030. That’s a girl at risk of being cut every 8 seconds! How can you speak up? Learn more here: [www.iwillendfgm.org](http://www.iwillendfgm.org) #ihavespoken #EndFGM



4. By keeping silent around FGM, we allow it to continue. We must speak out. Share your 10 second commitment video, highlighting the action you will take to end FGM by visiting [www.iwillendfgm.org](http://www.iwillendfgm.org) #ihavespoken #EndFGM
5. Join other youth all over the world in taking the lead to #EndFGM. Find out more about the campaign at [www.iwillendfgm.org](http://www.iwillendfgm.org) #ihavespoken #EndFGM

### **Share your commitment to end FGM.**

6. I will speak up. Will you? Silence allows FGM to continue. We must speak up and let our voices be heard. We can lead the change so that everyone walks with us.  
  
Go to [www.iwillendfgm.org](http://www.iwillendfgm.org) to speak up! FGM ends with us. #ihavespoken #EndFGM
7. I will raise my voice to end FGM. Will you? I will raise awareness in my community, sparking conversations with our leaders, and inspiring them to think differently about practicing FGM.  
  
Go to [www.iwillendfgm.org](http://www.iwillendfgm.org) to raise your voice! FGM ends with us. #ihavespoken #EndFGM
8. I will break the silence to end FGM. Will you? I will talk about FGM with my parents and community.  
  
Go to [www.iwillendfgm.org](http://www.iwillendfgm.org) to break the silence. FGM ends with us. #ihavespoken #EndFGM
9. I will empower girls. Will you? Go to [www.iwillendfgm.org](http://www.iwillendfgm.org) to spread the word!  
  
FGM ends with us. #ihavespoken #EndFGM
10. I will talk it out. Will you? I am committed to ending FGM in my generation. The more we talk about it, the more this becomes a reality.  
  
FGM ends with us. #ihavespoken #EndFGM
11. Go to [www.iwillendfgm.org](http://www.iwillendfgm.org) to download campaign graphics and find out more about the campaign