

HerStoryOurStory: Get involved!



Spotlight
Initiative



#HerStoryOurStory

If you have any questions regarding this campaign or toolkit, please contact:

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What is #HerStoryOurStory?

Under EU-UN Spotlight Initiative, HerStoryOurStory is a digital engagement campaign which aims to raise awareness about violence against women and girls.

Through interactive animations, it aims to educate players about the issues and demonstrate that we can all take action to help end discrimination and violence against women and girls. Challenge yourself - will you act, or walk away?

How can you get involved?

HerStoryOurStory calls for individual and collective action to help end violence against women and girls. Show your commitment by taking the pledge to act.

1) TakeThePledge challenge

To mark the 73rd session of the UN General Assembly, we will launch a **#TakeThePledge challenge** to our followers. You can be part of it! Take the pledge to Speak out, spread the word, shift the culture, support survivors. **Then challenge your family, friend and colleagues to do the same!**

Share the following text with your video or visual (see below) and nominate the person(s) you challenge to do the same.

Text (edit/adapt as desired)

Speak out. Spread the word. Shift the culture. Support survivors. 🗣️ I pledge to act to help #EndViolence against women & girls. I challenge [INSERT PERSON/PEOPLE YOU CHALLENGE HERE] to do the same! 📄 bit.ly/PledgeEN #HerStoryOurStory #SpotlightEndViolence #TakeThePledge [INSERT VISUAL]

Video

Record a video of yourself making the pledge and upload it to your social channels. Tag @EuropeAid and use hashtag #HerStoryOurStory when sharing the video.

Animated avatar

Download the animated avatar here: http://bit.ly/HSOS_UNGA



#HerStoryOurStory

Create your own avatar

Create your own using the [avatar generator](#) (see point 4 below).

2) Update your profile photos

Update your profile photo on your social networks with a **HerStoryOurStory “Act now. End violence”** avatar.

Download the avatars here: <http://bit.ly/HSOSProfiles>



3) Download the Facebook profile frame

Add one of the **HerStoryOurStory frames** to your Facebook profile. Simply click on your Facebook profile, select “Add a frame” and search “HerStoryOurStory” (available as of **24/09/2018**).

4) Create your own avatar

Go to <http://bit.ly/HSOSAavatar> and create your very own campaign avatar! Share it on your social channels and show your support.

Social media content – sample posts

Visuals can be downloaded directly from: http://bit.ly/HSOS_UNGA

Copy	INSERT LINK	INSERT VISUAL
<p>Speak out. Spread the word. Shift the culture. Support survivors. 🙌 I pledge to act to help #EndViolence against women & girls.</p> <p>I challenge [INSERT PERSON/PEOPLE YOU CHALLENGE HERE] to do the same! 📌 bit.ly/PledgeEN #HerStoryOurStory #SpotlightEndViolence #TakeThePledge</p>	<p>bit.ly/PledgeEN</p>	<p>Pledge</p>
<p>✓ Speak out ✓ Spread the word ✓ Shift the culture ✓ Support survivors</p> <p>Will you take the pledge and help end violence? 📌 bit.ly/PledgeEN #HerStoryOurStory #SpotlightEndViolence</p>	<p>bit.ly/PledgeEN</p>	<p>Pledge</p>
<p>Did you know that 3 in 4 trafficked women and girls are sexually exploited. We won't accept this. Sign and share if you agree every girl and every woman should be free to live in safety. 📌 bit.ly/PledgeEN #HerStoryOurStory #SpotlightEndViolence</p>	<p>bit.ly/PledgeEN</p>	<p>Trafficking</p>
<p>What are the risk factors which fuel trafficking in women and girls? And what can you do to take action against it? Discover Grace's story and find out more 📌 bit.ly/HSOSGrace #HerStoryOurStory #SpotlightEndViolence</p>	<p>bit.ly/HSOSGrace</p>	<p>Grace_WHS</p>
<p>Did you know that intimate partner violence is one of the most common forms of violence against women? It must stop now. Take action 📌 bit.ly/PledgeEN #HerStoryOurStory #SpotlightEndViolence</p>	<p>bit.ly/PledgeEN</p>	<p>PartnerViolence</p>
<p>Q: What sports are for girls? 🏠 🏈 🏊 🏏 🏹 🏋️ 🏌️ 🏇 🏏 🏐 🏑 🏒 🏓 🏔️ 🏕️ 🏖️ 🏗️ 🏘️ 🏙️ 🏚️ 🏛️ 🏜️ 🏝️ 🏞️ 🏟️ 🏠 🏡 🏢 🏣 🏤 🏥 🏦 🏧 🏨 🏩 🏪 🏫 🏬 🏭 🏮 🏯 🏰 🏱️ 🏲️ 🏳️ 🏴 🏵️ 🏶 🏷️ 🏸 🏹 🏺 🏻 🏼 🏽 🏾 🏿 🏠 🏡 🏢 🏣 🏤 🏥 🏦 🏧 🏨 🏩 🏪 🏫 🏬 🏭 🏮 🏯 🏰 🏱️ 🏲️ 🏳️ 🏴 🏵️ 🏶 🏷️ 🏸 🏹 🏺 🏻 🏼 🏽 🏾 🏿</p> <p>A: ALL OF THEM! 🙌 🏆 🏆</p> <p>#HerStoryOurStory #SpotlightEndViolence</p>	<p>bit.ly/HerStoryOurStory</p>	<p>Sports</p>
<p>Violence against women & girls often goes unseen & unspoken. It's time to break the silence and shine a spotlight on it. Your actions can help end violence. Here's how 📌 bit.ly/HerStoryOurStory #HerStoryOurStory #SpotlightEndViolence</p>	<p>bit.ly/HerStoryOurStory</p>	<p>What's her story?</p>
<p>Violence and discrimination deny women & girls their right to fulfil their potential and live the life they choose. This must change. Want to know what you can do? 📌 bit.ly/HerStoryOurStory</p>	<p>bit.ly/HerStoryOurStory</p>	<p>Act Now. End Violence.</p>

#HerStoryOurStory #SpotlightEndViolence		
12 women are killed EVERY DAY in Latin America JUST BECAUSE they are women. Stand up and say NO to violence against women and girls. #HerStoryOurStory #SpotlightEndViolence	http://bit.ly/PledgeEN	Femicide