

Open Letter on gender equality to the future UN Secretary-General

Dissemination Toolkit

Introduction

This toolkit, prepared by Global 50/50's communications partner, Atalanta, is designed to support signatories and partners in amplifying the open letter to the future United Nations Secretary-General. The letter calls for the future SG to deliver five commitments to gender equality across the UN system.

This pack includes [suggested dissemination language](#), [social media posts](#), [hashtags](#), [graphics](#), and links to drive awareness and engagement, helping you communicate the campaign with confidence.

Launch date

Thursday 23 July, 2026

Please refrain from posting on social media until this date.

Key links

- **Campaign homepage** (to go live on 23 July):
<https://global5050.org/open-letter-un-secretary-general-gender-equality/>
- **Open-letter sign-on form:** [Sign the Open Letter to UN Secretary-General Candidates on Gender Equality – Fill in form](#)
- **Open letter:**
<https://global5050.org/wp-content/uploads/2026/07/Open-Letter-on-Gender-Equality-to-UN-Secretary-General-Candidates.pdf>
- **Social media graphics:**
https://drive.google.com/drive/folders/1kyl_6nZY64LIXoO_DYFMH_ISleayi2mZ?usp=sharing

Text for email dissemination

We are calling on the future UN Secretary-General to make gender equality a defining commitment across the UN system: to measure it, analyse it, centre it, fund it and institutionalise it. I'm proud to have signed. The more names behind the letter before the new Secretary-General takes office on 1 January, the stronger the call, so I'd encourage you to add yours and share it within your networks. You can read the letter and sign on at global5050.org/open-letter-un-secretary-general-gender-equality/.

Text for social media

Guidelines for personalising template posts

When sharing posts from personal or professional social media accounts, you can adapt the provided templates to reflect your personal voice and experience:

- Reference statistics that are relevant to you.
- Mention personal insights, experiences, or reflections related to the campaign or specific commitments highlighted within it that resonate with you.
- Tag relevant colleagues or partner organisations to enhance visibility and engagement.

Alongside the campaign hashtags, we also suggest using new and bespoke hashtags, which are not already widely used but can help bring a sense of ownership to digital communications.

Four [visual assets](#) sized for each platform have been included at the end of this document, but posts could also be accompanied by personal photos of you either at the United Nations or at a recognised gender equality gathering (e.g. Women Deliver).

Hashtags

- **Common/general hashtags:** #GenderEquality #UnitedNations #GlobalDevelopment #GenderEquity #GenderJustice
 - **Bespoke hashtags:** #Global5050 #UNSG #NextSGForEquality
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LinkedIn – General / personalised use

(Feel free to personalise: add a sentence on why this matters to you, or a photo at the UN or a gender equality event). [Suggested graphic.](#)

The next UN Secretary-General is due to take office on 1 January. I've signed @Global 50/50's open letter calling on them to make gender equality a defining commitment across the UN system: measure it, analyse it, centre it, fund it, institutionalise it.

The more names behind the letter before the new Secretary-General takes office, the stronger the call. Read it and add yours:

<https://global5050.org/open-letter-un-secretary-general-gender-equality/>

#GenderEquality #UnitedNations #Global5050 #UNSG #NextSGForEquality

LinkedIn – General/organisational use

[Suggested graphic.](#)

[Today/This week] **@Global 50/50** have launched an open letter calling on the next **@United Nations** Secretary-General to act on five commitments to advance gender equality.

- Measure it: every UN agency must report sex-disaggregated data as standard, without exception.
- Analyse it: gender analysis must inform every UN initiative before it launches, not after.
- Centre it: feminist voices must shape every UN process, not as guests, but as architects.
- Fund it: gender equality must have dedicated resources in every UN budget.
- Institutionalise it: gender equality must be a condition of leadership across the UN system, built in rather than bolted on.

The leadership of the next Secretary-General will shape the future of the United Nations. Gender equality must sit at the heart of their governing agenda.

Join [organisation name/me/us] and sign the letter today: <https://global5050.org/open-letter-un-secretary-general-gender-equality/>

#UnitedNations #GlobalDevelopment #GenderEquality #Global5050 #UNSG
#NextSGForEquality #GenderJustice

Facebook

[*Suggested graphic.*](#)

From escalating conflict to climate breakdown the next Secretary-General of the United Nations will face huge challenges to the legitimacy and future of the organisation.

To ensure it lives up to its promise, the next UNSG should embrace the transformative potential of embedding gender equality across the organisation.

That's why [I/we/organisation name] are proud to support Global 50/50's campaign calling on the next UNSG to deliver on five commitments to advance gender equality.

[!\[\]\(5361750c22c4e047a52f4eac1ec2d4cc_img.jpg\) Join the campaign:](#)
<https://global5050.org/open-letter-un-secretary-general-gender-equality/>

#UnitedNations #GlobalDevelopment #GenderEquality #Global5050 #UNSG
#NextSGForEquality #GenderJustice

Bluesky

[*Suggested graphic.*](#)

[Today / This week] @global5050.org.bsky.social launched their campaign calling on the UN Secretary-General to deliver on 5 commitments for gender equality. The next SG will be critical in shaping the future of the UN and gender equality must be central to that agenda.

[!\[\]\(7d1d6890825e83a6a4a51febe2dcc7f3_img.jpg\) Join the campaign today:](#)

<https://global5050.org/open-letter-un-secretary-general-gender-equality/>

#GenderEquality #UnitedNations #Global5050 #UNSG

X/Twitter

[*Suggested graphic.*](#)

Today Global 50/50 launched their campaign calling on the next @UN Secretary-General to deliver 5 actions for gender equality.

The leadership of the next #UNSG will be critical in shaping the future of the UN and gender equality must sit at the heart of their governing agenda.



Join the campaign today:

<https://global5050.org/open-letter-un-secretary-general-gender-equality/>

#GenderEquality #UnitedNations #Global5050

Visual Assets

We have created four visual assets to support posting on social media channels. Two gifs with the five commitments and two 'I Signed' static images. These graphics can be used in conjunction with the suggested text above, or with your own personalised text. All approved graphics can be found [here](#).

Specific sizes can be found below:

- Graphics for [Instagram and Bluesky](#)
- Graphics for [LinkedIn](#)
- Graphics for [X/Twitter and Facebook](#)

Handles to tag and interact with

In addition to the Global 50/50 social media accounts @ mentioned above, below are the hyperlinks to all of Global 50/50's accounts

LinkedIn: <https://www.linkedin.com/company/globalhealth5050/>

Instagram: https://www.instagram.com/global50_50/

Bluesky: <https://bsky.app/profile/global5050.org>

Questions?

If any staff or partners wish to check how they are framing their communications related to the campaign with an Atalanta colleague, please contact the Atalanta team on (g5050@atalanta.co).