




Social Media Calendar for GAWE 2025 (28 April 28 – 5 May 2025)

Date	Theme	Message	Visuals	Hashtags
April 28	Global Launch	Today marks the start of Global Action Week for Education 2025! Join us in advocating for the right to education in emergencies. 	Poster: Protect the Right to Education in Crisis Contexts Arabic English French Portuguese Spanish	#EducationSavesLives #ProtectEducation #GAWE2025
April 29	Empower Youth and Communities	Education empowers communities to rebuild and thrive during crises. Let's work together to ensure inclusive and quality education for all. 💪📖	Poster: Empower Communities in Crisis Arabic English French Portuguese Spanish	#EmpowerCommunities #FundEiE #GAWE2025



April 30	Resilient Education Systems	Resilient e are key to overcoming crises. Let's advocate for systems that prepare, respond, and recover effectively. 🏠🌍	Poster: Build Resilient Education Systems Arabic English French Portuguese Spanish	#ResilientEducation #SafeSchoolsNow #GAWE2025
May 1	Teachers in Emergencie s	Teachers are the backbone of education, even in emergencies. Let's call for fair pay and support for teachers working in crisis contexts. 👩🏫🏠👊 More power to teachers on Labor Day!	Poster: Empower Teachers in Emergency Contexts Arabic English French Portuguese Spanish	



May 2	Financing Education in Emergencies	<p>Financing education during emergencies is a must!</p> <p>Governments must allocate at least 4% of humanitarian aid to education. 💰📚</p>	<p>Poster: Fund Education in Emergencies Now!</p> <p>Arabic</p> <p>English</p> <p>French</p> <p>Portuguese</p> <p>Spanish</p>	<p>#FundEiE</p> <p>#EducationSavesLives</p> <p>#GAWE2025</p>
May 3	Inclusive Education for All	<p>No child or adult should be denied their right to learn because of a crisis. Let's ensure inclusive and equitable education for all.</p> <p>☀️📖</p>	<p>Stories of marginalized learners overcoming challenges (e.g., girls, refugees)</p>	<p>#InclusiveEducation</p> <p>#ProtectEducation</p> <p>#GAWE2025</p>
May 4	Community-Based Advocacy	<p>Communities play a vital role in protecting education during crises. Let's showcase local voices and solutions globally! 🌍🎤</p>	<p>Photos or videos from grassroots advocacy activities</p>	<p>#CommunityAdvocacy #GAWE2025</p>
May 5	Closing and Call to Action	<p>As GAWE 2025 concludes, let's keep the momentum going! Together, we can protect education and transform lives during emergencies. 🙌📚 Thank you for standing with us! 💜</p>	<p>Video messages from campaign leaders talking about the impact of GAWE 2025.</p>	<p>#ThankYou</p> <p>#GAWE2025</p>



ENGAGEMENT STRATEGIES

1. **Interactive Content:**

- o Daily polls (e.g., “What does education mean to you during a crisis?”).
- o Share personal stories of individuals impacted by education during emergencies.

2. **Collaborations:**

- o Partner with educators and organizations to amplify messages.

3. **User-Generated Content:**

- o Encourage participants to share photos/videos using campaign hashtags.

4. **Live Events:**

- o Host Twitter Spaces or Instagram Live sessions with Education in Emergencies (EiE) experts.

LINKS TO GAWE 2025 LOGO

[Arabic](#)

[English](#)

[French](#)

[Portuguese](#)

[Spanish](#)

