

INTERNATIONAL WOMEN'S DAY 2022

March 8, 2022

Social Media Toolkit

The
Hunger
Project.

CANADA

Theme: Break the Bias

Hashtags: #IWD2022 #BreakTheBias

Donation Page: <https://thehungerproject.kindful.com/?campaign=1182562>

Tag **@thehungerprojectcanada** (Facebook / Instagram) / **@THP_Canada** (Twitter) in your social media posts and we will share on our channels where possible!

Introduction

On March 8, 2022, we're celebrating [International Women's Day](#), a global day to celebrate the social, economic, cultural, and political achievements of women. The day also acts as a call to action for accelerating women's equality. The theme this year is "Break the Bias". As a global community, we're imagining a gender equal world. Do you see an opportunity to create more equality in your life? We encourage you to share with the world your commitment to breaking the bias publicly! You are also welcome to share directly from our feeds when you see the posts in the weeks leading up to and on International Women's Day.

Break the Bias Selfie + Commitment Challenge

1. Take a Break the Bias selfie by crossing your arms in front of your chest (examples below)



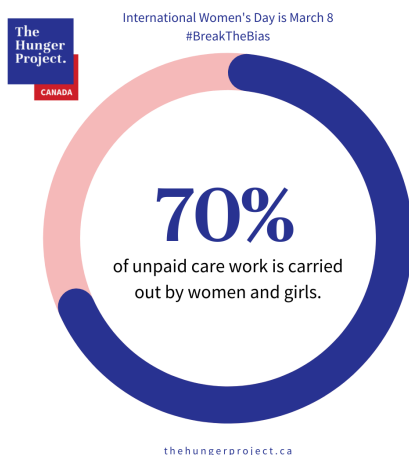
2. Post your selfie and caption it with your #BreakTheBias commitment. Consider where in your world you see gender inequality and what you can commit to - to change it. As an investor in The Hunger Project Canada, you're already a part of creating more gender equality!
 - Examples of #BreakTheBias Commitments:
 - I will help forge a gender equal world

- I will maintain a gender equal mindset
- I will challenge gender stereotypes, discrimination, and bias
- I will celebrate women's achievements
- I will invest in women led solutions

Social Media Quotes [Download the Images here](#)



Social Media Statistics [Download the Images here](#)



Women carry out at least 2.5x more unpaid household and care work than men.

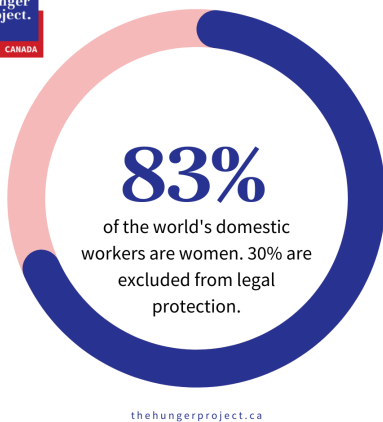
That looks like cooking, cleaning, getting water, fetching firewood, childcare.

That also looks like less time to engage in paid labour.

#BreakTheBias #IWD2022



International Women's Day is March 8
#BreakTheBias



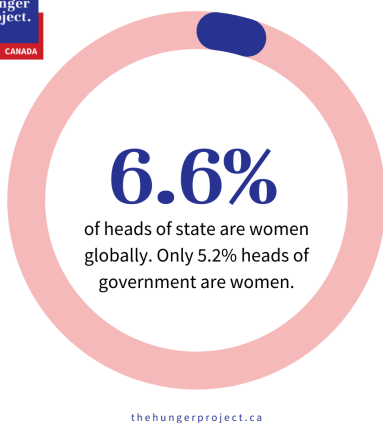
43% of women are not entitled to earn minimum wage.

But when given the opportunity to generate and control an income, women routinely invest significant portions of their income in food, healthcare, and education for their families.

That's why I invest in The Hunger Project Canada - to help create a more gender equal world, and a better world for everyone. #BreakTheBias #IWD2022



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That's why @TheHungerProjectCanada works with women to run for office in India! The Hunger Project helps empower women in panchayats (village councils) to be effective and respected leaders in their communities through yearly interventions during each year of their elected tenure.

#BreakTheBias #IWD2022

Questions? Need Support?

Email community@thehungerproject.ca