

I Support the Girls: Social Media Strategy

Common Hashtags Used in Posts

Utilizing common hashtags, particularly #iSupportTheGirls, serves as a way for the audience to discover I Support the Girls and facilitates audience expansion by connecting with individuals interested in similar topics. Posts across all platforms should incorporate #iSupportTheGirls and any additional hashtags relevant to the post's content. Key hashtags to consider include:

#EmbraceEquity

#Feminism

#GirlsEmpowerment

#iSupportTheGirls

#WomenSupportingWomen

Selecting other relevant hashtags based on the specific post's topic enhances visibility and engagement, contributing to a broader reach within the target audiences.

Content Breakdown for the Future

I Support the Girls' posts on all platforms should include a minimum of two hashtags, ideally four or more relevant and popular ones, embedded in the content. Additionally, tags for individuals, organizations, or mentions should be incorporated.

The content strategy aims for a 60% focus on informative and educational posts covering topics such as ISTG resources, challenges faced by women and folx, period poverty and ISTG's initiatives. The remaining 40% will be dedicated to entertaining and promotional content, highlighting partnerships and affiliated programs.

Accessing Social Media Graphics and Captions

Social media graphics are placed in a Google Sheet with a calendar list of dates. The platforms are labeled on top and the columns include hyperlinked graphics and captions. The graphics are linked to Canva files, which include six groupings. The six Canva groupings are: Woman Crush Wednesday, Fem Fact Friday, Girl Power Hour, Season and National Holidays, Women's Days (endemic days for women) and Events. These groupings

include ALL posts across platforms. Captions are placed in the Google Sheet, next to the appropriate date and platform. All evergreen content is placed toward the end, after December.

Alternative Posting Options

The weekly posting schedule comprises three types of themed content: Girl Power Hour on Monday, Woman Crush Wednesday (#WCW) and Fem Fact Friday. In the event of breaking news, holidays or any unforeseen circumstances preventing posting, ISTG can relocate the unused weekly hyperlink to the "Evergreen" section for future reference or use. Given the evergreen nature of these weekly posts, ISTG retains the flexibility to repost them according to the schedule when needed.

Weekly Posting Schedule

Monday features "Girl Power Hour," offering universal tips and tricks. This content covers various topics, such as providing guidance on using a tampon, utilizing a chest binder and achieving flawless skin through essential skincare products.

Wednesday focuses on "Woman Crush Wednesday," dedicated to spotlighting individuals who break barriers and excel in their respective industries. This day celebrates their accomplishments and contributions, exemplified by figures like Princess Diana, recognized for her kindness and advocacy for AIDS patients.

Friday introduces "Fem Fact Friday," serving as a platform for ISTG to share verified facts related to the organization. Content is meticulously fact-checked, presenting informative insights like the average woman experiencing around 450 periods in their lifetime, equivalent to approximately 10 years.

LinkedIn Posting Instructions

When posting directly on LinkedIn through the platform, it operates similarly to any other social media platform in regards to being able to tag accounts and people. After copying and pasting the desired content into the new post section, manually enter '@' symbol and retype the name or account for that information to automatically pop up.

I Support the Girls: Social Media Calendar

United States: National

January

Jan. 1 - New Year's Day, Observed

Jan. 15 - Martin Luther King Jr. Day, Observed

February

Feb. 14 - Valentine's Day, Observed

March

March 17 - St. Patrick's Day, Not Observed

March 31 - Easter, Observed

April

April 22 - Earth Day, Not Observed

May

May 14 - Mother's Day (Second Sunday of June), Observed

May 27 - Memorial Day, Observed

June

June 16 - Father's Day (Third Sunday of June), Observed

June 19 - Juneteenth, Observed

July:

July 4 - Independence Day (USA), Observed

August:

August 15 - Assumption of Mary (Catholic countries) Not Observed

September:

First Monday in September - Labor Day (USA), Observed

October:

Second Monday in October - Indigenous Peoples' Day (USA) Observed

October 31 - Halloween (USA) - Observed

November:

Nov. 11 - Veterans Day (USA) Observed

Fourth Thursday in November - Thanksgiving (USA) Observed

December:

Dec. 25 - Christmas Day, Observed

Dec. 31 - New Year's Eve, Observed

United States: Endemic (All should be observed)

January

Cervical Health Awareness Month

Jan. 13 - Make Your Dreams Come True Day

February

Black History Month

Black Women in the Arts Month

National Women Inventors Month

Feb. 1-7 - Women's Heart Week

Feb. 1 - World Hijab Day

Feb. 2 - Women's Heart Week

Feb. 7 - Girls and Women in Sports Day

Feb. 11 - Day of Women and Girls in Science: Promotes gender equality in STEM fields

Feb. 17 - Random Acts of Kindness Day

Feb. 24 - Introduce A Girl To Engineering Day

March

Women's History Month

Endometriosis Month

Expanding Girls' Horizons in Science and Engineering Month

March 1 - Women of Color Day

March 1 - Zero Discrimination Day

March 3-9 - Women in Construction Week

March 10 - Women & Girls HIV/AIDS Awareness Day

March 12 - Girls Scouts Day

March 12 - Working Mom's Day

March 13 - Every Girls Wins Day

March 21 - Rosie the Riveter Day: Honors the women who worked in factories and shipyards during World War II, contributing significantly to the war effort

March 21 - Elimination of Racial Discrimination Day

March 31 - Transgender Day of Visibility

April

April 6 - Asexuality Day

April 7 - Girl Me Too Day

April 9 - Mature Women's Day

April 25 - Girls in ICT Day

April 26 - Women's Wellness Day

April 26 - Lesbian Visibility Day

May

Asian Pacific American Heritage Month

May 5 - Midwives Day

May 8 - Ovarian Cancer Day

May 13 - Women's Checkup Day

May 17 - Day Against Homophobia, Transphobia and Biphobia

May 20 - Women in Aerospace Day

May 21 - Sister Maria Hummel Day

May 24 - Pansexual Visibility Day

June

Pride month

June 4 - Passage of the 19th Amendment: The U.S. Congress passed the 19th Amendment to the Constitution, granting women the right to vote

June 9 - First Female Astronaut: NASA selected Dr. Sally Ride as the first American woman to go to space

June 14 - Non-Binary People's Day

June 23, 1972 - Title IX, U.S. legislation that prohibits gender-based discrimination in educational programs and activities, was enacted

July

July 7 - Sandra Day O'Connor becomes the first woman to serve on the Supreme Court

July 8 - National Love Your Skin Day

July 15 - National Give Something Away Day

July 19-20, 1848 - First Women's Rights Convention (Seneca Falls Convention): The Seneca Falls Convention marked the first time in history that women publicly demanded the right to vote.

July 26 - National Disability Independence Day

July 30 - Share a Hug Day

July 30 - International Friendship Day

August

Aug. 5 - National Underwear Day

Aug. 8 - Happiness Happens Day

Aug. 17 - National Nonprofit Day

Aug. 18, 1920 - Ratification of the 19th Amendment to the U.S. Constitution is completed, declaring "the right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of sex."

Aug. 26 - Women's Equality Day

September

Sept. 15 - Latinx Heritage Month

October

Breast Cancer Awareness Month

National DV Awareness Month

Oct. 13 - No Bra Day

Oct. 16, 1916 - Margaret Sanger opens the first birth control clinic in the United States

November

No endemic holidays to observe

December

Dec. 1 - National Women Support Women Day

Australia: National (Not Observed)

January

Jan. 26 - Australia Day

March

March 29 - Good Friday

March 31 - Easter

April

April 25 - Anzac Day

May

May 27 - Reconciliation Day

October

Oct. 7: Labour Day (observed in some states): It depends. For example, in New South Wales and South Australia, it's on the first Monday in October. In other states like Queensland, it's observed on the first Monday in May

December

Dec. 26 - Boxing Day

Australia: Endemic (Not Observed)

January

Jan. 1 - Women's Right to Vote in Federal Elections: Australian women gained the right to vote and stand for federal elections

February

Feb. 8 - Women's Army Service (AWAS): The Australian Women's Army Service was formed during World War II, allowing women to serve in the military

Feb. 29, 1904 - Votes for women in Tasmania

March

March 5, 2001 - The Australian government appointed the first female Governor - General, Quentin Bryce

March 12 - First woman elected to an Australian parliament

March 21, 1800 - Queen Victoria gave women of South Australia an equal right with men to vote

March 31, 1909 - Vote for women in Victoria

April

April 17 - Australian Charter of Rights and Freedoms: The Australian Charter of Rights and Freedoms enshrines gender equality as one of its fundamental principles

May

Domestic and Family Violence Prevention Month

May 15 - West Australian women win the vote

June

June 19, 1969 - Australian women workers win equal pay rates.

July

July 1, 1989 - National Foundation for Australian Women launched

July 20, 1888 - Women's Suffrage League formed in South Australia

August

Aug. 9, 1967 - The Australian government passed the Equal Pay for Equal Work legislation in 1967, marking a significant milestone in the fight for gender pay equality

September

Sept. 5, 2008 - Dame Quentin Bryce becomes the first woman to assume the office of Governor-General of Australia

October

Women's Health Week - A week dedicated to women's health awareness, generally taking place in October

Oct. 31, 1827 - First female workers riot happened at the Parramatta Female Factory

November

Nov. 5, 1920 - [Mary Rogers](#) was elected to Richmond City Council, becoming the first woman councilor in Victoria

Nov. 21, 1921 - Edith Cowan became the first female member of the Australian Parliament

December

Dec. 16, 1903 - First Australian women stand for federal parliament elections: Vida Goldstein, Nellie Martel and Mary Ann Moore Bentley stand for the Senate and Selina Siggins for the seat of Dally in the House of Representatives

Dec. 22, 1919 - Grace Benny became the first female member of a local government council.

Dec. 1 - National Women Support Women Day (Australia)

Canada: National (Not Observed)

March

March 1 - St Davids Day

May

May 22 - Victoria Day

Canada: Endemic (Not Observed)

January

Jan. 2, 1969 - Réjane Laberge-Colas, first woman appointed as a judge to a superior court

Jan. 6, 1983 - Jeanne Sauvé, first woman to serve as Governor General of Canada

Jan. 18 - Manitoba Women's Right to Vote: Manitoba was the first province in Canada to grant women the right to vote in provincial elections

Jan. 22, 1992 - Dr. Roberta Bondar, first Canadian woman astronaut sent into space

Jan. 28, 1916 - Women in Manitoba became the first in Canada to win the right to vote

February

Feb. 10, 1875 - Grace Annie Lockhart, pioneer of women's university education

Feb. 15 - Status of Women in Canada: The Royal Commission on the Status of Women, chaired by Florence Bird, was established to examine the status of women in Canada and make recommendations for change

Feb. 27, 1897 - Clara Brett Martin, Canada's first woman lawyer

March

March 6, 1921 - Agnes Macphail, first woman elected to the House of Commons

April

April 2, 1954 - Elsie Knott, first woman elected chief of a First Nation community

April 17 - Canadian Charter of Rights and Freedoms: This charter, part of the Canadian Constitution Act, enshrines gender equality as one of its fundamental principles

May

May 2, 2001 - A task force to address pay equity was appointed

May 6 - National Nurses day

June

June 17, 1903 - Emma Baker, first woman to receive a Ph.D. from a Canadian university

June 19 - Federal Right to Vote: Women in Canada gained the right to vote and run for federal office, a key milestone in Canadian women's suffrage

June 19, 2017 - Gender expression and gender identity were added to the Canadian Human Rights Act

June 22 - Laura Secord, Canadian heroine of the War of 1812

June 25, 1993 - Kim Campbell, first woman Prime Minister of Canada

July

July 20, 2005 - Same sex marriage is legalized

July 1 - Canada Day

September

Sept. 18, 1861 - Birth of Ella Cord Hind, womens right advocate and first Western Canadian female journalist

October

Oct. 9, 1823 - Birthday of Mary Ann Shadd Cary, first Black newspaper women in North America (1953)

Oct. 18 - Persons Day

Oct. 23, 1909 - The Toronto World newspaper endorsed women's suffrage

November

Nov.1, 1876 - First suffrage organization founded in Canada. First known as the Toronto Women's Literary Club

Nov. 5, 1993 - First female Deputy Prime Minister, Sheila Copps

December

Dec. 1, 1909 - The Ladies Reading Room and Current Events Club was founded

Dec. 2, 1989 - Audrey McLaughlin is elected as the first female party leader in Canada

Dec. 6 - National Day of Remembrance and Action on Violence Against Women

Germany: National (Not Observed)

January

Jan. 1 - New Year's Day

Jan. 6 - Three Kings' Day

March

March 1 - Carnival

April

April 15 - Good Friday

April 18 - Easter

May

May 1 - Labour Day

May 8 - Mother's Day

May 26 - Ascension Day

June

June 6 - Whit Monday

June 16 - Corpus Christi

October

Oct. 3 - Germany Unity Day

December

Dec. 25 - Christmas Day

Dec. 26 - Boxing Day

Germany: Endemic (Not Observed)

January

Jan. 9 - Women's Suffrage: Women in Germany gained the right to vote and stand for election in the Weimar Republic

February

Feb. 22 - Paragraph 175, which criminalized homosexuality, was officially repealed in Germany

March

March 19, 1907 - The International Women's Day (IWD) was celebrated in Germany for the first time. It has since become an important day for women's rights and gender equality

April

April 17, 1997 - The Women's Shelter Law was passed, providing protection and support for women facing domestic violence.

April 19: First Female German Diplomat: Elisabeth Pausch was appointed as the first female diplomat in the German Foreign Office

May

Domestic and Family Violence Prevention Month

May 17, 1994 - Germany ratified the International Conference on Population and Development (ICPD) Programme of Action, recognizing reproductive health and rights, including issues related to menstruation

May 23 - German Basic Law (Grundgesetz): The post-World War II constitution of Germany, known as the Basic Law, established gender equality as a fundamental right in the country.

May 28 - Menstrual Hygiene Day (promotes menstrual hygiene awareness and access to menstrual products)

June

June 30, 2000 - Germany passed a law allowing same-sex registered partnerships, marking a significant step toward LGBTQ+ rights in the country

September

First Saturday after Sept. 15 ~ Oct. 3 - Oktoberfest

Sept. 26, 2007 - The German federal cabinet approved the Second Action Plan to Combat Violence Against Women

November

Nov. 12, 1918 - Government allowed active and passive female suffrage

Nov. 30, 1918 - Women gained the right to vote and stand for election

December

Dec. 18, 1979 - German federal government signs the convention of Dec. 18, 1979, on the elimination of all forms of discrimination against women

Years:

1962 - Birth Control Pill was first marketing in FRG

1977 - Emma, the feminist newspaper is founded

Pakistan: National (Not Observed Beside Eid al-Fitr)

January

Jan. 1 - New Year Bank Holiday

February

Feb 5 - Kashmir Solidarity Day

March

March 23 - Pakistan Day

April

April 9 - Start of Eid al-Fitr

April 10 - End of Eid al-Fitr

May

May 1 - Labour Day

June

June 16 - Start of Eid al-Adha

June 17 - End of Eid al-Adha

August

August 14 - Independence Day

Pakistan: Endemic (Not Observed)

February

Feb. 12, 2010 - National Women's Day Declaration

March

March 8 - Aurat March - takes place on International Women's Day and is a platform for women to voice their demands and concerns related to gender equality

March 9 - Fatima Jinnah's Political Activism: Fatima Jinnah, the sister of Pakistan's founder, Muhammad Ali Jinnah, was a key political figure, born on this date

March 9, 2010 - The Protection Against Harassment of Women at the Workplace Act

March 12 - Pakistan ratified the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), 1993

April

April 4 - Zulfikar Ali Bhutto's Daughter: Benazir Bhutto, the first female Prime Minister of Pakistan, became the chairperson of the Pakistan Peoples Party on this date

May

May 2, 1985 - Reserved quota for women increased

May 5 - Day of the Midwife

May 8, 2017 - The Transgender Persons (Protection of Rights) Act was passed, recognizing the rights of transgender individuals

May 28 - Menstrual Hygiene Day (promotes menstrual hygiene awareness and access to menstrual products)

June

June 21 - Benazir Bhutto's Birthday. Benazir Bhutto, Pakistan's first female Prime Minister, is remembered and celebrated on her birthday.

July

July 29, 1956 - Women's right to vote in National elections

August

Aug. 14, 1973 - Constitution abolished discrimination on women

September

2004 - The Ministry of Women Development was established an independent ministry

October

Oct. 10, 2014 - Malala Yousafzai's Nobel Peace Prize

November

Nov. 15, 2006 - Women's protection bill was passed

December

Dec. 2, 1988 - First female prime minister of Pakistan, Benazir Bhutto

Dec. 2, 1989 - The First Women Bank Ltd (FWBL) opened its doors for business

Philippines: National (Not Observed besides National Heroes Day)

January

Jan. 1 - New Year's Day

March

March 28 - Maundy Thursday

April

April 9 - Araw ng Kagitingan

May

May 1 - Labour Day

June

June 12 - Independence Day

August

Last Monday of August - National Heroes Day

November

Nov. 30 - Bonifacio Day

December

Dec. 25 - Christmas Day

Dec. 30 - Rizal Day

Philippines: Endemic (Not Observed)

January

Jan. 17, 1973 - The Philippines adopted a new constitution affirming gender equality and women's rights

Jan. 29 - Trinidad Tecson: Trinidad Tecson, a heroine of the Philippine Revolution against Spanish colonization, was born on this date. She played a significant role in the fight for independence

February

Feb. 12 - Women's Day: Celebrated to honor and appreciate the contributions and achievements of women in the Philippines.

Feb. 25 - People Power Day (commemorating the 1986 People Power Revolution)

Feb. 25, 1986 - Corazon Aquino was the eleventh president of the Republic of the Philippines and the first female president

March

March 19 - Gabriela Silang Day - Gabriela Silang is a historical figure known for her role in the Philippine Revolution against Spanish colonization. Her day is celebrated in recognition of her contributions to the country.

March 28 - Women with Disabilities Day

April

April 9 - Gabriela Silang's Martyrdom: On this date, Gabriela Silang was executed by the Spanish authorities for her role in the Philippine Revolution

April 30, 1946 - Women in the Philippines gained the right

July

1905 - The Asociacion Femenista Filipina is organized

October

Oct. 23- 29 - National TOWNS (The Outstanding Women in Nation's Service) Week

1933 - First Women's Suffrage bill was signed off on

Years

1921 - Women's Club of Manila was formed

1922 - The Liga Nacional de Damas Filipinas was formed

1928 - The Women's Citizens League was formed

International (All should be observed)

January

No international days to observe.

February

Feb. 4 - World Cancer Awareness Day

March

March 8 - International Women's Day

March 15 - World Hygiene Awareness Day

April

April 7 - Global Menstrual Hygiene Day

April 11 - International Day of Maternal Health

May

May 9 - International Day of Midwives

May 28 - World Menstrual Health Day

June

June 20 - International Refugee Women's Day

July

July 14 - International Non-Binary Peoples Day

July 18 - World Listening Day

July 30 - International Friendship day

August

No international day to observe

September

Sept. 5 - International Day of Charity

Sept. 10 - Suicide Prevention Day

Sept. 18 - International Equal Pay Day

Sept. 21 - International Day of Peace

October

First Friday of the month - World Smile Day

Oct. 2 - International Day of Non-Violence

Oct. 10 - World Mental Health Day

Oct. 18 - World Menopause Day

November

Nov. 13 - World Kindness Day

Nov. 25 - International Day for the Elimination of Violence Against Women

December

Dec. 5 - International Volunteer Day

Dec.10 - Human Rights Day