Women Lead the Way Social Media Toolkit

Women are leading the way every day.

Across eastern Africa, women are transforming farming, building businesses, supporting their families and driving positive change in their communities. Yet too often, their achievements go unrecognised.

Farm Africa's **Women Lead the Way** campaign celebrates women who are breaking barriers, inspiring others and creating brighter futures.

Farm Africa would love your support in posting to social media about the women who inspire you using the hashtag **#WomenLeadTheWay**.

When should I post?

Any day during the campaign period - October 1st to December 31st with highlights being during the Big Give appeal between 1st-8th December as Farm Africa shines a spotlight on inspiring women from across eastern Africa.

What should I post?

Option 1: Shoot a video reel

Turn your phone to portrait and record a video sharing a woman who has inspired you. Please start by saying:

"The woman who leads the way for me is..."

Then tell us:

- Who she is
- How she inspires you
- What makes her a leader
- Why her story matters

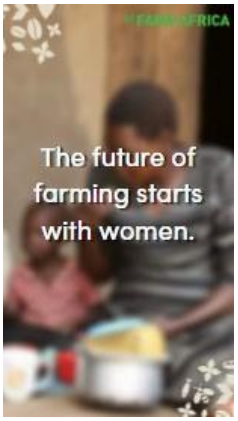
Finish with:

"That's why I'm supporting Farm Africa's Women Lead the Way campaign."

Please use your own language and tell your story naturally, but these are some key messages we'd love you to include.

Key messages
"Women are leading positive change every day."
"When women thrive, families and communities thrive too."
"Women deserve equal opportunities to succeed and lead."
"I'm proud to support Farm Africa's Women Lead the Way campaign."

Option 2: Post a ready-made Farm Africa video reel



Download this reel at https://farmafrica.resourcespace.com?r=30328&k=d90c3727c6

Caption to use along with the reel:

It's time to invest in female farmers. Not just because it's fair, but because it works.

@FarmAfrica research reveals that given the opportunity, female farmers adopt climate-smart farming practices earlier, stick with them longer and achieve higher yields and incomes than men.

But too many women are denied access to the loans, seeds, skills and voice they need to farm.

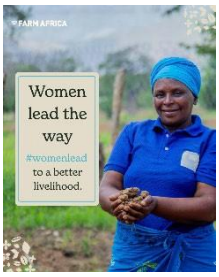
Women farmers have been overlooked for too long. It's time for change. www.farmafrica.org/womenlead

#YearOfTheWomanFarmer #RuralWomen #WomenLeadTheWay

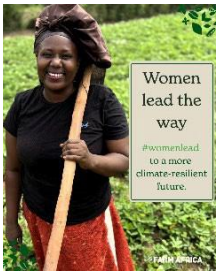
Option 3: Post a ready-made Farm Africa graphic



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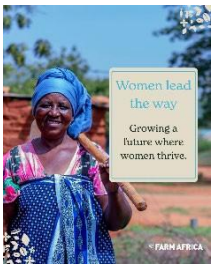
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9:16 ratio graphics and video are also available in the link above.

What caption should I use?

You can write your own caption or use one of these:

Instagram:
I'm supporting @farm_africa's #WomenLeadTheWay campaign by celebrating a woman who inspires me.

Every day, women across eastern Africa are leading the way in farming, business, families and communities, yet their achievements too often go unrecognised.

Today I'm celebrating @[NAME], who leads the way through [REASON].

Who is the woman who leads the way for you?

Follow @farm_africa to find out more.

#WomenLeadTheWay

Facebook:

I'm supporting @farm_africa's #WomenLeadTheWay campaign by celebrating a woman who inspires me.

Every day, women across eastern Africa are leading the way in farming, business, families and communities, yet their achievements too often go unrecognised.

Today I'm celebrating @[NAME], who leads the way through [REASON].

Who inspires you?

Follow @FarmAfrica to learn more or visit [CAMPAIGN URL].

#WomenLeadTheWay

LinkedIn:

Women lead the way to positive change every day.

I'm proud to support Farm Africa's #WomenLeadTheWay campaign, celebrating women in eastern Africa who are creating opportunities, overcoming barriers and driving positive change.

Today I'm recognising @[NAME], who inspires me because [REASON].

Join the conversation and share the woman who leads the way for you.

Follow @farm-africa to find out more.

#WomenLeadTheWay

TikTok:

I'm supporting @farm_africa's #WomenLeadTheWay campaign by celebrating a woman who inspires me.

Every day, women across eastern Africa are leading the way in farming, business, families and communities, yet their contributions and achievements too often go unrecognised.

Today I'm celebrating @[NAME], who leads the way through [REASON].

Who inspires you?

Follow @FarmAfrica to learn more or visit [CAMPAIGN URL].

#WomenLeadTheWay

Instagram Story

Story 1
Who is the woman who leads the way for you?

Story 2
I'm supporting @farm_africa's #WomenLeadTheWay campaign.

Story 3
Tag a woman who inspires you
#WomenLeadTheWay

Hashtag
#WomenLeadTheWay

Who should I tag?

Please tag Farm Africa. Our social media handles are:

Instagram: @farm_africa

Facebook: @farmafrica

LinkedIn: @farm-africa

TikTok: @farm_africa_

What link should I include?

You can link to Farm Africa's Women Lead the Way campaign webpage:

[INSERT CAMPAIGN URL]

Please remember

- ☐ Tag Farm Africa
- ☐ Use #WomenLeadTheWay
- ☐ Celebrate a woman who inspires you
- ☐ Keep your content authentic and personal
- ☐ Encourage your audience to join the conversation