

She is We

Guidelines and Purpose

General Edition

What is the «She is We» campaign?

The “She is We” Campaign is an online global campaign to promote the positive role of women in development. The campaign highlights success stories of individuals who have an important impact on their communities. «She is We» shows that when women are empowered, protected, trusted and invested in, there are benefits for the entire society. She is all of us, in other words ‘We’. The duality between «She» and «We» makes for short, impactful tagline, such as «She is funded, We are hired».

Getting Involved

This campaign features global celebrities, activists and grassroots profiles. You have access to all our stories and the Ambassador posts we prepared for the campaign and we encourage you to join the movement by sharing them on your social media accounts.

«She is We» Material

The campaign material will be available online from **Friday 4th May 2018** and can be found on different media:

Full «She is We» Campaign
Dedicated Landing Page and Tagline Generator
Social Media Pack (with ready-to-post material)
Official «She is We» Hashtag
European Development Days Hashtags

<http://www.eudevdays.eu/sheiswe>
<http://www.sheiswe.eu>
<http://www.eudevdays.eu/sheiswe/socialmediapack.zip>
#SheisWe
#EDD18 and **#shEDDs**

You can also tag our main account **@EuropeAid** on every social media to engage the conversation!

Key Questions

Who is behind this campaign?

Organised by the European Commission, the European Development Days (EDD - 5 and 6 June 2018) bring the development community together each year to share ideas and experiences in ways that inspire new partnerships and innovative solutions to the world’s most pressing challenges.

Why does it matter?

The importance of women and girls in the development process is widely documented and has been a topic of discussion and advocacy for years. However, a lot still needs to be done to achieve gender equality. The “She is We” campaign is created with that in mind; to inform still more people to convince and inform their networks about the role of women and girls.

Can I create my own story?

Absolutely! Should you know any interesting related story, we can only encourage you to write it down and share it on social media. We will select from the best stories and share them on the EuropeAid accounts. You can also generate your own tagline on <http://www.sheiswe.eu>

Can I edit the stories and pictures of the social media pack?

Unfortunately, you can’t. The licence over the material shared by the “She is We” Campaign is Creative Common: Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0). This is to protect the stories of the person featured in the campaign as well as their right to control their own image.

Milestone Moments

We will post and share continuously throughout the campaign. You are free to post any material whenever you want but we scheduled a few peaks in our campaign that you might not want to miss to be part of this!

- **Friday 4, May:** Kick-off of the Campaign
- **Monday 21, May:** World Day for Cultural Diversity
- **Tuesday 29, May:** Countdown to the EDD
- **Monday 4, June:** EDD Warm Up
- **Tuesday and Wednesday, 5 and 6, June:** European Development Days

Contact Points

Feel free to contact at any time and for any inquiry the community manager of the campaign:

sheiswe@eudevdays.eu

And find us on

f <http://www.facebook.com/EuropeAid>

t @EuropeAid

i @EuropeAid