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**GNB USA #Lead4Girls Social Media Toolkit for Day of the Girl   
October 11, 2014**

The theme for this year’s International Day of the Girl, October 11, 2014, is “Empowering Adolescent Girls: Ending the Cycle of Violence.” It’s a great time to remind the U.S. State Department of its mandate in the 2013 Violence Against Women Reauthorization Act to [create and implement a strategy to end child marriage worldwide](http://iwhc.org/2014/03/time-u-s-lead4girls-end-child-marriage-worldwide/).

**Relevant Hashtags:**

* #Lead4Girls (hashtag for GNB USA campaign aimed at the U.S. government)
* #IDG2014 (International Day of the Girl 2014)
* #endchildmarriage
* #DayoftheGirl

**TWITTER:**

**Relevant Handles:**

* @StateDept: U.S. Department of State
* @JohnKerry: U.S. Secretary of State John Kerry
* @S\_GWI: The Secretary of State’s Office of Global Women’s Issues, Ambassador Catherine Russell

Today is #DayoftheGirl! @StateDept @S\_GWI, let's commit 2 real action 2 #endchildmarriage & #lead4girls! <http://iwhc.org/2014/09/summer-summit-now-early-child-forced-marriage/> #IDG2014

Today is #DayoftheGirl! @S\_GWI, @JohnKerry, let’s work together to #Lead4Girls and work to #endchildmarriage worldwide! #IDG2014

On #DayoftheGirl, let’s raise our voices to #endchildmarriage, one of most pervasive forms of violence against girls. #IDG2014 #Lead4Girls

We won’t achieve #genderequality or end violence against women as long as millions of girls are married off every yr #IDG2014 #Lead4Girls

.@JohnKerry @StateDept: #endchildmarriage to ensure the wellbeing & empowerment of the most vulnerable ppl. #lead4girls #IDG2014

.S\_GWI: #childmarriage perpetuates cycle of poverty. Allowing girls 2 learn & thrive is key to breaking that cycle. #lead4girls #IDG2014

Girls who married b4 turning 18 are more likely to be poor & remain poor. #EndChildMarriage to end the cycle of poverty #lead4girls #IDG2014

.@s\_GWI @StateDept: Girls who marry b4 18yrs are more likely 2 experience violence within marriage than girls who marry later. #Lead4Girls

2013 #VAWA mandates a strategy to #endchildmarriage. On this #DayoftheGirl, the world looks to the US 2 #lead4girls <http://iwhc.org/2014/09/summer-summit-now-early-child-forced-marriage/>

.@VP authored the 1st #VAWA. On this #DayoftheGirl, let’s honor this promise 2 end #GBV & create a strategy 2 #endchildmarriage! #lead4girls

Let girls be girls, not brides! @WhiteHouse @JohnKerry: On this #DayoftheGirl, let’s #Lead4Girls 2 #endchildmarriage <http://iwhc.org/2014/09/summer-summit-now-early-child-forced-marriage/>

Girls can't wait any longer! For #IDG2014, the US must fully fund a strategy to #endchildmarriage & #Lead4Girls <http://iwhc.org/2014/09/summer-summit-now-early-child-forced-marriage/>

Girls should be students, not brides! @S\_GWI: For this year's #DayoftheGirl, support girls’ education to #endchildmarriage #Lead4Girls

.@JohnKerry On this #DayoftheGirl, give girls a chance 2 fulfill their dreams! Let girls be girls, not brides. #endchildmarriage #lead4girls

.@StateDept: All girls deserve a chance at a real future. Let’s show the world the U.S. can #Lead4Girls and #endchildmarriage #IDG2014

.@s\_GWI: On this #DayoftheGirl, give girls opportunities, a choice, a chance at a real future. Pls work 2 #endchildmarriage #lead4girls

@s\_GWI @JohnKerry: Religion doesn't justify #childmarriage. Let's work together 2 end this form of #genderbasedviolence #Lead4Girls #IDG2014

W/secondary schooling, girls are 6X less likely to marry as children. @S\_GWI @JohnKerry @StateDept: #endchildmarriage #Lead4Girls

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| **FACEBOOK** |

[post to [US Department of State wall](file:///C:\Users\sito\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\TP2YXT5D\•%09https:\www.facebook.com\usdos)] Secretary Kerry, don’t let this year’s Day of the Girl go by without action to #endchildmarriage! What are we waiting for? #Lead4Girls #IDG2014

Today is International Day of the Girl. Whether they’re from South Dakota or South Africa, Indiana or India, all girls deserve a chance at a real future. It’s time for the U.S. Department of State to develop a plan to #endchildmarriage worldwide. It’s time for the U.S. to #Lead4Girls! #IDG2014

It’s been more than a year since President Obama signed the Violence Against Women Act, demonstrating the United States’ commitment to #EndChildMarriage worldwide. On this Day of the Girl, let’s put words into action. No more child brides! #Lead4Girls #IDG2014

[post to [Department of State Office of Global Women's Issues’s wall](file:///C:\Users\sito\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\TP2YXT5D\•%09https:\www.facebook.com\dos.sgwi)] Child marriage is a form of gender-based violence. Ambassador Catherine Russell has stated: “Addressing gender-based violence is not just a moral issue but also a security, public health, and economic one. The results of this violence have significant direct and indirect economic costs for women, their families, their communities, and the nation.” We couldn’t agree more! The U.S. must act now to create a strategy devoted to ending child marriage globally. Girls around the world are depending on you to #Lead4Girls #IDG2014