**Day of the African Child 2015   
Social Media Toolkit for *Girls Not Brides* Members**

Day of the African Child will be celebrated on 16 June 2015 under the theme “25 Years after the Adoption of the African Children’s Charter: Accelerating our Collective Efforts to End Child Marriage in Africa”.

In this social media toolkit, you will find sample messages and materials to highlight progress made on child marriage and call for renewed action to end child marriage in Africa. Feel free to pick and adapt according to your local context and advocacy targets.

You will also find a list of activities organised by *Girls Not Brides*, members and partners that you can take part in on Day of the African Child.

**When**: 16 June 2015

**Hashtags:** #DAC2015 #EndChildMarriageNOW #NoTimeToWait

**Twitter messages**

Never a better time to act:

* There is [#NoTimeToWait](https://twitter.com/search?q=%23NoTimeToWait) to [#endchildmarriage](https://twitter.com/search?q=%23endchildmarriage) in Africa. Here’s why: <http://bit.ly/1Aee0VU> [#EndChildMarriageNOW](https://twitter.com/search?q=%23EndChildMarriageNOW) [#DAC2015](https://twitter.com/search?q=%23DAC2015)
* Change on [#childmarriage](https://twitter.com/search?q=%23childmarriage) is underway. On [#DAC2015](https://twitter.com/search?q=%23DAC2015), let’s celebrate progress & call for renewed action to [#EndChildMarriageNOW](https://twitter.com/search?q=%23EndChildMarriageNOW) in Africa.
* Attention to [#childmarriage](https://twitter.com/search?q=%23childmarriage) is at all-time high. Time to turn commitments into action! [#EndChildMarriageNOW](https://twitter.com/search?q=%23EndChildMarriageNOW) <http://bit.ly/1E3E0G0> [#DAC2015](https://twitter.com/search?q=%23DAC2015)
* Growing number of African leaders are recognising importance of [#EndChildMarriageNOW](https://twitter.com/search?q=%23EndChildMarriageNOW). More need to follow their lead! [#NoTimeToWait](https://twitter.com/search?q=%23NoTimeToWait) [#DAC2015](https://twitter.com/search?q=%23DAC2015)

Scale:

* 15 million girls a year are married before 18. That's the equivalent of the population of Zimbabwe or Mali. [#EndChildMarriageNOW](https://twitter.com/search?q=%23EndChildMarriageNOW) [#DAC2015](https://twitter.com/search?q=%23DAC2015)
* Africa is home to 15 of 20 countries with highest [#childmarriage](https://twitter.com/search?q=%23childmarriage) rates in the world. <http://bit.ly/1S7v9LV> [#EndChildMarriageNOW](https://twitter.com/search?q=%23EndChildMarriageNOW) [#DAC2015](https://twitter.com/search?q=%23DAC2015)
* If we don’t accelerate progress, number of [#childbrides](https://twitter.com/search?q=%23childbrides) in sub-Saharan Africa will double by 2050. [#EndChildMarriageNOW](https://twitter.com/search?q=%23EndChildMarriageNOW) [#DAC2015](https://twitter.com/search?q=%23DAC2015)

What can be done to address child marriage?

* From policymakers to community members, we all have a role to play to [#EndChildMarriageNOW](https://twitter.com/search?q=%23EndChildMarriageNOW). Working together is key to success. [#DAC2015](https://twitter.com/search?q=%23DAC2015)
* All African gov’ts can develop & implement national strategies to [#EndChildMarriageNOW](https://twitter.com/search?q=%23EndChildMarriageNOW) <http://bit.ly/1GA4F3S> [#DAC2015](https://twitter.com/search?q=%23DAC2015) [#NoTimeToWait](https://twitter.com/search?q=%23NoTimeToWait)
* To [#EndChildMarriageNOW](https://twitter.com/search?q=%23EndChildMarriageNOW), empower girls, mobilise families & communities, provide services and establish strong laws & policies. [#DAC2015](https://twitter.com/search?q=%23DAC2015)

. [@\_AfricanUnion](https://twitter.com/_AfricanUnion) has key role to play in translating political will to [#EndChildMarriageNOW](https://twitter.com/search?q=%23EndChildMarriageNOW) into real & positive change for girls [#DAC2015](https://twitter.com/search?q=%23DAC2015)

* Developed by 150 [#GirlsNotBrides](https://twitter.com/search?q=%23GirlsNotBrides) members, [#TheoryofChange](https://twitter.com/search?q=%23TheoryofChange) shows approaches needed to [#EndChildMarriageNOW](https://twitter.com/search?q=%23EndChildMarriageNOW) <http://bit.ly/1GSynNx> [#DAC2015](https://twitter.com/search?q=%23DAC2015)

Impact:

* [#Childmarriage](https://twitter.com/search?q=%23Childmarriage) has hindered Africa’s efforts to achieve 6 out of 8 [#MDGs](https://twitter.com/search?q=%23MDGs) <http://bit.ly/14dPn0U> [#EndChildMarriageNOW](https://twitter.com/search?q=%23EndChildMarriageNOW) [#DAC2015](https://twitter.com/search?q=%23DAC2015)
* [#Childmarriage](https://twitter.com/search?q=%23Childmarriage) traps girls, their families & communities into a cycle of inter-generational poverty <http://bit.ly/14dPn0U> [#DAC2015](https://twitter.com/search?q=%23DAC2015)
* [#Childbrides](https://twitter.com/search?q=%23Childbrides) have little say in if, when & whom they marry. [#Childmarriage](https://twitter.com/search?q=%23Childmarriage) denies girls their voice & every opportunity to thrive. [#DAC2015](https://twitter.com/search?q=%23DAC2015)
* Girls who give birth under 15 are 5x more likely to die in childbirth <http://bit.ly/1amlgoj> [#EndChildMarriageNOW](https://twitter.com/search?q=%23EndChildMarriageNOW) [#DAC2015](https://twitter.com/search?q=%23DAC2015)

**Facebook messages**

Post 1:

40% of girls in sub-Saharan Africa are married before the age of 18, depriving them of their health, education and the chance to prosper. If we don’t accelerate our efforts, the number of child brides in sub-Saharan Africa will double by 2050.

There is no time to wait to end child marriage! [Infographic: [No time to wait: End child marriage in Africa](http://www.girlsnotbrides.org/resource-centre/no-time-to-wait-end-child-marriage-in-africa/)]

Post 2:

From the @AfricanUnion campaign to end child marriage to the development of national strategies in several African countries, attention to child marriage in Africa is at an all-time high.

We have a chance to make a difference. On Day of the African Child, let’s tell our leaders to turn their commitments into positive change for girls: [www.girlsnotbrides.org/ending-child-marriage-in-africa-theres-no-time-to-wait-day-of-the-african-child-2015/](http://www.girlsnotbrides.org/ending-child-marriage-in-africa-theres-no-time-to-wait-day-of-the-african-child-2015/)

Post 3:

15 million girls a year are married before 18. That’s the equivalent of the population of Zimbabwe or Mali. A growing number of leaders across Africa are committing to ending the practice, but more needs to be done. Here’s how leaders can take action: [Infographic: [No time to wait: End child marriage in Africa](http://www.girlsnotbrides.org/resource-centre/no-time-to-wait-end-child-marriage-in-africa/)]

Post 4:

Change on child marriage is underway in some African countries. In Zambia, traditional leaders, government ministers, civil society and girls themselves are working together to end child marriage.

On Day of the African Child, let’s encourage all African leaders to follow suit and take action to let girls be girls, not brides.

[Video: Together, ending child marriage in Zambia ([short film](https://www.youtube.com/watch?v=Gyon-wbKqa8) – [long film](https://www.youtube.com/watch?v=vMKmOQ8B4BY))]

**Online activities for Day of the African Child**

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| --- | --- | --- | --- |
| **Who** | **What** | **When** | **How to take part** |
| *Girls Not Brides* | Tweet chat on national & regional action to end child marriage | 11:00 am, Tuesday 16 June (TBC) | Follow: @GirlsNotBrides  #EndChildMarriageNOW #DAC2015  For more information, contact Sophie Drouet: [Sophie.Drouet@GirlsNotBrides.org](mailto:Sophie.Drouet@GirlsNotBrides.org) |
| *Girls Not Brides* and members | Thunderclap campaign (Twitter, Facebook) | 12:30 pm BST, Tuesday 16 June | Raise your voice with us: [http://thndr.it/1e5bAFU](http://sendgrid.thunderclap.it/wf/click?upn=YDBP6RK3mvJEJxxpkIniqFYCjZlcnjJIHD4YOYuKrh0-3D_Ft16cIE8qWPJYFWSc8NRBlNaDoLGSZsBqDstM9KWW8-2F5IxXyGErv4jBO-2FIBlN5A-2BQ-2F2smeKQxoOuAXexPIW4XVbuCYqsWX86Oag-2FeTKhMQIzfwcCONm3tDfeNJVOsL6GW3UFgUj-2BLKcWHRqn0FyUUUnaq6zLaJVTwkUvTNh7KLsfBtvvNcIDvxkIwF-2BsiH4TsVbphKj-2BM3OiJPOKaoguxKHDG16kS7N47-2BCXY2HwX-2B8-3D) |
| Organisation of African Youth, American Jewish World Service, ICRW, the Royal Commonwealth Society | Tweet chat | 1:00 pm GMT, 16 June | Follow: @judejudoh @judyannetM @ajws @ravikakara @ICRW  #EndChildMarriageNOW  #ACRWC25  #DAC2015 |
| Youth activists | Google Hangout | TBC, Tuesday 16 June | For more information, contact Petrider Paul: [petriderpaul@yunatz.org](mailto:petriderpaul@yunatz.org) |

**Resources on child marriage**

Infographic: [No time to wait: End child marriage in Africa](http://www.girlsnotbrides.org/resource-centre/no-time-to-wait-end-child-marriage-in-africa/)

Report: [Ending child marriage in Africa. A brief by *Girls Not Brides*](http://girlsnotbrides.theideabureau.netdna-cdn.com/wp-content/uploads/2015/02/Child-marriage-in-Africa-A-brief-by-Girls-Not-Brides.pdf).

Article: [Ending child marriage in Africa: there’s no time to wait! - Day of the African Child](http://www.girlsnotbrides.org/ending-child-marriage-in-africa-theres-no-time-to-wait-day-of-the-african-child-2015/)

Article: [Never a better time to address child marriage in Africa than now](http://www.girlsnotbrides.org/never-a-better-time-to-address-child-marriage-in-africa-than-now/)

Video: Together, ending child marriage in Zambia ([short film](https://www.youtube.com/watch?v=Gyon-wbKqa8) – [long film](https://www.youtube.com/watch?v=vMKmOQ8B4BY))