



GIRLS NOT BRIDES

The Global Partnership
to End Child Marriage

WHY 18 AS THE MINIMUM AGE OF MARRIAGE

SOCIAL MEDIA TOOLKIT

Download the video

- You can download a short video in a choice of resolutions:
- Click [here](#) for 720p
- Click [here](#) for 1080p



Twitter

- If we want to #endchildmarriage, 18 should be the minimum age of marriage. Here is why
- #Childmarriage is a major issue in COUNTRY. How do we solve this? A first step is to raise the age of marriage to 18 – without exceptions! #endchildmarriage
- We need better laws & policies to protect girls from #childmarriage. One key step is to raise the age of marriage to 18. Are you with us? #endchildmarriage

Tips

- You can upload the video directly to Twitter by adding it as an attachment to your tweet.
- Keep your tweets short! They will get more engagement.

Facebook

- Raising the age of marriage to 18 is a crucial step to protect girls against child marriage. Are you with us?
- We are calling on TARGET to raise the age of marriage to 18 and take concrete steps to end child marriage in COUNTRY. What else do you think is needed? Tell us in the comments.

Tips

- Upload the video directly to Facebook.
- Add powerful stats on child marriage in your context and how it harms girls.
- Start a conversation with your followers about what else needs to happen to end child marriage.

Instagram

Marriage is no child's play. So why is it legal in COUNTRY? We need better laws and policies to end child marriage and empower girls – raising the age of marriage to 18, without exceptions, is one of them.

Tips

- Make sure to use plenty of relevant hashtags such as: #endchildmarriage #raisetheage #girlsnotbrides #empowergirls, as well as hashtags relevant to your country (#country #region #city).
- Tag relevant accounts or individuals in your caption or in the comments to let them know about your campaign.
- Add powerful stats on child marriage in your context and how it harms girls.

Going beyond the age of marriage

It will take more than just changing laws to end child marriage:

- To #endchildmarriage, we need to empower girls, mobilise communities, provide services, establish strong laws & policies.
- Ending #childmarriage won't happen overnight. We need long-term investments into programmes that work & can be scaled up.
- Effective interventions to #endchildmarriage must be comprehensive. Here's what it could look like: <http://bit.ly/1GSynNx>

Questions or feedback?

We'd love to hear about your campaign and whether you've found this video useful.

Let Sophie know:

Sophie.Drouet@GirlsNotBrides.org