



Social Media Toolkit

260 million children aren't in school today. And by 2030, if nothing changes, more than half of the world's 1.6 billion children won't have basic skills.

Theirworld has launched the #WriteTheWrong campaign to build mass awareness of the education crisis and mobilize the political will and financial support to give every child a chance to achieve their potential.

Alongside the campaign launch, Theirworld is calling for donor countries to commit their support for global education with contributions to two critical funding vehicles: Education Cannot Wait (ECW) and the International Finance Facility for Education (IFFEd). ECW serves children in conflict and emergency situations and IFFEd will leverage billions in new financing for education in countries around the globe.

Now is the time to end the global education crisis. Join us in sharing the call to #WriteTheWrong.

Find out more
at www.WriteTheWrong.org.

USING THIS TOOLKIT

Help #WriteTheWrong by amplifying our message with your networks through social media channels using the #WriteTheWrong hashtag.

Below are sample images and language for Twitter, Facebook, Instagram, and LinkedIn posts. The full library of shareable images, paired with a short video, can be found [here](#).

Theirworld

#WriteTheWrong

IMAGES (Below is a sampling of shareable graphics for your use. Please see [this link](#) for full image selection.)



World leaders promised education for all by 2030.

Their actions don't match the rhetoric.

#WriteTheWrong

Theirworld

Average aid to education is about \$10 per child per year – not even enough for a textbook.

#WriteTheWrong

Theirworld



If we take no action, more than 50% of youth will lack basic skills by 2030.

#WriteTheWrong

Theirworld





Sample Social Media Text

- By 2030, if nothing changes, more than half of the world's 1.6 billion children won't have basic skills. Join me in the movement to #WriteTheWrong: www.WriteTheWrong.org.
- Every day, 260 million children around the world miss lack the chance to go to school. Join the movement to #WriteTheWrong: www.WriteTheWrong.org
- World leaders promised education for all by 2030. Their actions don't match the rhetoric. Join the movement to #WriteTheWrong: www.WriteTheWrong.org
- Ensure that every child has the opportunity to go to school. Join the movement to end the global education crisis and #WriteTheWrong: www.WriteTheWrong.org
- 75 million children have their schooling interrupted because of emergency and conflict. Join the movement to ensure adequate funding for their education and #WriteTheWrong: www.WriteTheWrong.org
- *Consider tagging your country's leadership in your post and pressure them to support funding ECW and IFFEd:*
260 million children aren't in school today. [@CountryLeaderHandle], commit your support to funding Education Cannot Wait and #IFFEd, and help #WriteTheWrong. www.WriteTheWrong.org.



Social Media Handles

Theirworld

Twitter: @Theirworld

Facebook: @Theirworld

Instagram: @Theirworldorg

Education Cannot Wait Fund

Twitter: @EduCannotWait

Facebook: @Education Cannot Wait

Instagram: @EduCannotWait

Social Media Hashtags:

#EducationCannotWait

#IFFEd

#WriteTheWrong