



UN Photo/JC McIlwaine



#empowerwomen24_7

HAVE YOUR SAY ON WOMEN'S ECONOMIC EMPOWEREMENT

Join our campaign!

The United Nation's first-ever High-Level Panel on Women's Economic Empowerment wants to hear from you!

The United Nations Secretary-General's High-Level Panel on Women's Economic Empowerment has teamed up with the United Nations Sustainable Development Goals (SDG) Action Campaign to roll out a global **"MY WORLD" SURVEY**. This survey aims to find out, from people around the world, what are the best ways to support women to get better jobs, earn more money and start or run a business.



The survey is available in English, French, Spanish, Russian, and Chinese at: <http://bit.ly/equality247>

THE SURVEY RESULTS will be shared with the High-Level Panel for Women's Economic Empowerment who will release a report in September 2016 containing key recommendations on how to accelerate women's economic empowerment. The results will inform world leaders of what people think are the barriers to progress, what could help accelerate change, and HOW to address these challenges.

Become an outreach partner for the survey by signing up: <http://bit.ly/28Ma5h5>

Please help us to spread the word and share the campaign's messages (available in English, French and Spanish) through your networks. The first phase of the campaign will run until mid-July and the second phase until September 2016.

Background



17 #GLOBALGOALS TO TRANSFORM OUR WORLD

On 1 January 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development — adopted by world leaders in September 2015 at an historic UN Summit —officially came into force. Over the next fifteen years, with these new Goals that universally apply to all, countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.

GOAL 5: ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

While the world has achieved progress towards gender equality and women's empowerment, including equal access to primary education between girls and boys, women and girls continue to suffer discrimination and violence in every part of the world.

Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

Providing women and girls with equal access to education, health care, decent work, and representation in political and economic decision-making processes will fuel sustainable economies and benefit societies and humanity at large.

Goal 5 Targets include:

- **Ensure** women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life
- **Undertake** reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws
- **Enhance** the use of enabling technology, in particular information and communications technology, to promote the empowerment of women

Messages

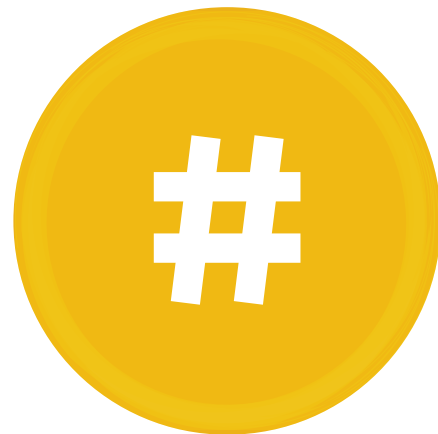


Social media messages for Twitter, Facebook and Instagram, along with some social media cards, can be found in this Dropbox:



<http://bit.ly/28NtOK1>

CAMPAIGN CHANNELS



MAIN HASHTAG
[#empowerwomen24_7](#)



TWITTER
[@empowerher24_7](#)



FACEBOOK
<https://www.facebook.com/EmpowerWomen/>

Tweets for PARTNERS: #empowerwomen24_7

How can women be supported to get better jobs, earn more money & start a business? The @UN wants to hear from YOU! bit.ly/empower247

Empowering women NOW pays dividends in the future. Take the @UN survey [#empowerwomen24_7 bit.ly/empower247](https://bit.ly/empower247) + image

Strong women = strong nations. How to [#empowerwomen24_7](https://bit.ly/empower247)? The @UN wants YOUR views bit.ly/empower247 + image

To [#empowerwomen24_7](https://bit.ly/empower247) would be to see more women world leaders. Take the @UN survey on how to achieve this bit.ly/empower247

To [#empowerwomen24_7](https://bit.ly/empower247) means equal pay for equal work. Tell the @UN what you want in their survey bit.ly/empower247 + image

Career or family? Women want both. Take the [#empowerwomen24_7](https://bit.ly/empower247) survey bit.ly/empower247 + image

Women's economic empowerment is critical in ending extreme poverty. What are your thoughts? bit.ly/empower247

Women's economic empowerment is critical in ending extreme poverty. Share your thoughts bit.ly/empower247 + image

What do we want? Gender equality. When do we want it? NOW. How would you [#empowerwomen24_7](https://bit.ly/empower247)? bit.ly/empower247 + image

Do you feel women & men have the same opportunities to earn a living? Take the [#empowerwomen24_7](https://bit.ly/empower247) survey bit.ly/empower247

Do you think women & men earn the same amount of £\$¥€ in the same job? Take the @UN survey bit.ly/empower247 + image

The biggest barriers for women to get a good job, earn more money, start a business? bit.ly/empower247 + image

[#FridayFeeling](https://bit.ly/empower247) What will it take to [#empowerwomen24_7](https://bit.ly/empower247)? The @UN wants to hear from you! bit.ly/empower247 + image

[#mondaymotivation](https://bit.ly/empower247) how to [#empowerwomen24_7](https://bit.ly/empower247)? Take the short @UN survey. Please RT bit.ly/empower247 + image

How to reduce the gender pay gap? @empowerher24_7 wants to hear from you how to [#empowerwomen24_7](https://bit.ly/empower247) bit.ly/empower247

How to work together to find solutions to [#empowerwomen24_7](https://bit.ly/empower247)? Tell the @UN bit.ly/empower247 + image

Tweets for PARTNERS: #empowerwomen24_7 survey



"It's the way things are" - change is needed. How to #empowerwomen24_7? Let the @UN know bit.ly/empower247 + image

The gender pay gap is not a sustainable course for global societies. What can be done to #empowerwomen24_7? bit.ly/empower247

Have you taken the short survey for the @UN report on how to #empowerwomen24_7? Please share bit.ly/empower247 + image

It benefits the economy to #empowerwomen24_7. Have you done the @UN survey? Please share bit.ly/empower247 + image

It helps families and community to #empowerwomen24_7. Have you done the @UN survey? Please share bit.ly/empower247

#WednesdayWisdom yours is wanted! Please complete & share the #empowerwomen24_7 @UN survey bit.ly/empower247 + image

Equal pay for equal work to #empowerwomen24_7. What do you want? Tell @empowerher24_7 bit.ly/empower247 + image

Decent work for all women to #empowerwomen24_7. Take the @empowerher24_7 survey bit.ly/empower247 + image

Choose between career OR family? No thanks. Take the short @UN survey #empowerwomen24_7 bit.ly/empower247 + image

Equal access to quality education to #empowerwomen24_7. What else is necessary? @UN survey bit.ly/empower247 + image

Equal access to healthcare, education, employment to #empowerwomen24_7 #PovertyIsSexist bit.ly/empower247 + image

Domestic responsibilities to be shared equally amongst family members. How to #empowerwomen24_7? Take the @UN survey bit.ly/empower247

Legal protection against sexual harassment on the job to #empowerwomen24_7 #genderequality bit.ly/empower247

f Facebook posts for PARTNERS: #empowerwomen24_7 survey

POST 1

So many women around the world are locked out: from getting equally paid jobs, starting a business, opening a bank account.

Women's economic empowerment is:

Closing the gender pay gap

Supporting their human rights to work

Achieving financial independence.

Women's economic empowerment benefits women and their families, communities, and national economies.

Take the short @UnitedNations survey to have your say about how women can be supported to be economically empowered

[#empowerwomen24_7](https://www.facebook.com/empowerwomen24_7) bit.ly/empower247

POST 2

What is the economic empowerment of women? It's a game-changer because when women have access to decent work, it benefits their families, communities and economies. Economic equality is: closing the gender pay gap, increasing job opportunities, getting access to loans. It's breaking down the barriers that hold women back, from discriminatory laws to an unfair share of home and family care.

Take the short #empowerwomen24_7 survey to have your say about how what needs to be done to [#empowerwomen24_7](https://www.facebook.com/empowerwomen24_7)

[#SheMeansBusiness](https://www.facebook.com/SheMeansBusiness) bit.ly/empower247

f Facebook | Instagram for PARTNERS



POST 1

How can women be supported to get better jobs, earn more money & start a business? The @unitednations wants to hear from you! Take the short survey
[#empowerwomen24_7](https://bit.ly/empower247)
bit.ly/empower247

POST 2

Judge women by their abilities & not gender. Take the short MY WORLD survey on women's economic empowerment, tell them how to
[#empowerwomen24_7](https://bit.ly/empower247). Please share
bit.ly/empower247 + image

POST 3

Strong women = strong nation. What does it take to #empowerwomen24_7? @unitednations want your views. Please share bit.ly/empower247 + image

Tweets for @UN @UN_Women @empowerher24_7 (+ other internal accounts) : #empowerwomen24_7 survey

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To [#empowerwomen24_7](https://bit.ly/empower247) we want equal pay for equal work. Tell us what you want in our survey bit.ly/empower247 + image

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To #empowerwomen24_7 is to END gender stereotypes and segregation in
employment bit.ly/empower247

Equal education opportunities for ALL to #LetGirlsLearn and #empowerwomen24_7
bit.ly/empower247+ image

Judge us by our abilities & not our gender. Take our survey, tell us how
#empowerwomen24_7 bit.ly/empower247 + image

Not to have to choose my career OR my family. Take our short @UN survey
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f Facebook : #empowerwomen24_7 survey



UN Photo / Joe Saade

**I WANT TO SEE
MORE WOMEN WORLD LEADERS**

 Share your views

in the United Nations #empowerwomen24_7 survey



f Facebook : #empowerwomen24_7 survey

POST 1

So many women around the world are locked out of our economies: from getting equally paid jobs, starting a business or even opening a bank account.

Women's economic empowerment is about:

Unlocking the potential of women

Supporting our human rights to work

Achieving financial independence.

Women's economic empowerment benefits women and their families, communities, and national economies.

Take our short MY WORLD survey to tell us what you think about how we can support women to be economically empowered

[#empowerwomen24_7 bit.ly/empower247](#)

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+ image



MY World 
empowerwomen24_7 survey

FOR FURTHER INFORMATION

United Nations Secretary-General's High-Level Panel on Women's Economic Empowerment - <http://bit.ly/1MspLob>

United Nations Sustainable Development Goals (SDG) Action Campaign - <http://bit.ly/28M7NKc>

17 Sustainable Development Goals (SDGs) - <http://bit.ly/1KjknOB>

2030 Agenda for Sustainable Development - <http://bit.ly/1Y3D3sN>

Historic UN Summit - <http://bit.ly/28KpNFw>