

## **Social Media Pack:** **SheDecides International Safe Abortion Day**



September 28th is a global moment where activists around the world unite to demand universal access to safe and legal abortion, led by the International Campaign for Women's Access to Safe Abortion. Starting on International Safe Abortion Day, SheDecides activists around the world will take action together to ignite a global campaign of activity and dialogue, building momentum ahead of SheDecides Day in March 2021.

Use social media to engage others and raise awareness. Take pictures, create videos, record sound bites, share materials and get loud about [#WhyAbortionWhyNow](#)

### **Take action online using [#WhyAbortionWhyNow](#)**

Use [#WhyAbortionWhyNow](#) to ensure that everyone is speaking in once voice on her right to decide. Start a discussion around [#WhyAbortionWhyNow](#) – why does it matter to you and why is it important now? Remember to tag [@SheDecidesGFI](#) and other Friends and Champions of SheDecides too!

### **Sample social media posts**

Here are some sample posts you can use on your social media channels:

- Around the world [#Covid19](#) is limiting women's right to decide. In \_(location)\_ we're seeing \_(example)\_. [#WhyAbortionWhyNow](#)
- This [#InternationalSafeAbortion](#) Day I stand up and speak out for safe and legal abortion services so [#SheDecides](#). [#WhyAbortionWhyNow](#)
- I'm joining [@SheDecidesGFI](#) by standing up & speaking out for safe and legal abortion NOW because ..... [#WhyAbortionWhyNow](#)
- Even where abortion is legal, for many it is practically impossible to access during [#Covid19](#). In \_(location)\_ this means \_(example)\_. [#WhyAbortionWhyNow](#)

- Where there is no access to safe abortion, women face risks to their health, dignity, dreams, and life. It's 2020 & time to create a world that is better, stronger, safer. A world where #SheDecides
- Access to safe abortion is an essential part of women's health & saves lives globally. Join me in using the hashtag #WhyAbortionWhyNow to stand up & speak out about the need for safe and legal abortion.
- Access to safe abortion services = essential.  
Services that protect her right to decide = essential services.  
#SheDecides #WhyAbortionWhyNow

You can find out more about abortion laws in your country on the [Global Abortion Policies database](#) and can use this information to customize your posts.

## **Tools and Assets to Download**

1. **Gif: This International Safe Abortion Day I'm Standing up for Safe Abortion Services Now. #WhyAbortionWhyNow:**



2. **Gif: My Body My Choice**



3. **Gif: Safe and Legal Abortion Services Now.**



4. [Gif: Safe Abortion Services = Essential Services](#)



5. **Instagram Stickers:** Use stickers on Instagram to illustrate your Stories. Get loud about [#WhyAbortionWhyNow](#). Use the Giphy feature, search for “SheDecides” and pick your favourite! Keep checking for new stickers as more will be added.

Keep checking the [ArtsForAbortionRights website page](#) as more will be added.

### **Ideas for getting involved using social media**

- Take a photo [with this placard](#) and tell the world what [#WhyAbortionWhyNow](#) means to you
- Send us a photo of your hand with [#WhyAbortionWhyNow](#) written on it and tell us [#WhyAbortionWhyNow](#) matters to you
- Share examples of art that inspires you and tell us what it means to you @SheDecidesGFI using [#WhyAbortionWhyNow](#). Whether it's art, graffiti, dance, theatre, literature, music – we want to know about it.

### **Use social media to contact your Government: Take Action with the International Campaign!**

Join activists around the world campaigning for safe and legal abortion. The 14-day action starting 14 September 2020 will ignite important political discussions around bodily autonomy and the right to decide and put pressure on your national government in time for 28 September!

'@ Your Government' - send a tweet tagging (@)your government ministry, department, minister or politician who may be responsible for gender equality, human rights, health, sexual reproductive health and rights including safe abortion. Follow these simple steps:

1. Choose which ministry, minister, or other key decision makers you wish to target via Twitter.
2. Tag the relevant account with your demand for ensuring access safe abortion in your country or region.
3. Make sure you include one of the dedicated hashtags in your tweet:  
**#WhyAbortionWhyNow #28Sept** or **#IManageMyAbortion**
4. (Optional) Reply to your own tweet with a request for a formal statement from your government on 28 September 2020.

Further information [here](#). You can find out more about the Abortion laws in your country on the [Global Abortion Policies database](#).

## **Safeguarding: Preparing for Opposition**

As a movement that Stands Up and Speaks Out for bodily autonomy we may encounter threats and intimidation from those that wish to restrict women and girls rights to make decisions and choices about their own bodies and health. At a time of increased backlash on human rights it is important that intimidation, threats and attacks are reported and that plans are put in place to safeguard activists defending abortion rights.

Please take extra care on International Safe Abortion day and when taking action with the #WhyAbortionWhyNow.

## **Stay safe with your online activism with these [Digital Security Tools & Tactics](#)**

Security in-a-Box is jointly developed by [Front Line Defenders](#) and [Tactical Technology Collective](#), along with a global network of thousands of activists, trainers and digital security experts.

If someone is sending you threatening messages or harassing you online, you can report the account or user to the platform or social networking site.

If you are being intimidated, threatened and are concerned for your physical safety and emotional wellbeing please let someone know what is happening. This may include friends, parents, colleagues, an organisation, the police or the relevant authority in your country.

**Please report any incidents to Lewis Emmerton** (He/Him/His) Policy Advisor, SheDecides Support Unit with the subject line [ISAD Opposition]: [safety@shedecides.com](mailto:safety@shedecides.com)