

Social Media Toolkit: Women's Land

Women's poverty is directly related to the absence of economic opportunities and autonomy, lack of access to economic resources, including credit, land ownership and inheritance, lack of access to education and support services and their minimal participation in the decision-making process. Poverty can also force women into situations in which they are vulnerable to sexual exploitation.

— Beijing Declaration and Platform for Action, Pg. 35, Bullet 51

On the 20th anniversary of the Beijing Conference on Women, we should both celebrate our accomplishments and note our challenges.

To celebrate how far we've come and consider how much we still need to do, Landesa is dedicating **20 days to celebrate the progress made during 20 years of strengthening women's land rights**. From Friday, Sept. 4 through Wednesday, Sept. 23, we're asking our followers:

What does women's land rights look like to YOU in words or images?

Share your thoughts with the hashtag #WomensLand across your social media platforms – on Twitter, Facebook, Flickr and Instagram. We'll track the conversation on our [#WomensLand tagboard](#) and use it as a springboard to encourage others to join in.

Our campaign will coincide with the 20th anniversary of the Beijing Women's Conference (Sept. 4 – 15) and continue through Sept. 23, when the UN General Assembly will be in session and preparing to adopt the Sustainable Development Goals that will inform the next 15 years of global development. To advocate for the importance of women's land rights in the SDGs, we'll be creating and sharing content related to land rights for women, including our [Women's Land Rights infographic](#), the [Landesa Center for Women's Land Rights](#), and [photos of women farmers from around the world](#). We encourage our partners to share their own efforts and/or their support for empowering women with land rights.

Landesa's Social Media accounts:

Twitter: https://twitter.com/Landesa_Global (@LandesaGlobal)

Facebook: <https://www.facebook.com/LandesaGlobal>

Flickr: <https://www.flickr.com/photos/landesaglobal/>

Campaign Schedule and Length

Start date: Friday, Sept. 4

End date: Wednesday, Sept. 23

Other relevant hashtags:

#LandRights
#Post2015
#SDGs
#Beijing20

Sample Tweets:

- What does women's land rights look like to YOU in words or images? Join the #WomensLand campaign <https://tagboard.com/WomensLand/233111>
- 20 years ago, a movement was born in Beijing. Preserve a place for #WomensLand in #SDGs. <embed image> #Beijing20
- What's your vision for #WomensLand in #Post2015? <embed image> <https://tagboard.com/WomensLand/233111>
- Women's rights are #humanrights and women's #landrights are central to empowering women financially and socially #WomensLand <http://www.landesia.org/wp-content/uploads/infographic-womens-land-rights.jpg>
- "I want to ensure a proper education for my daughter." What #WomensLand has meant for Suchitra and her family: <http://bit.ly/1HksYQr>
- Video | Connecting the dots between girls education and land rights. #WomensLand <https://www.youtube.com/watch?v=cRX1rByRROw>
- #WomensLand helped reduce hunger and increase income for these families in #India: <http://www.landesia.org/next-crop-of-landowners-photo-essay-blog/>
- A woman w/ strong #landrights is 8 times less likely to experience domestic violence. #WomensLand <embed image>
- Let's economically empower women – ensure the #SDGs count women <http://landpost2015.landesia.org/wp-content/uploads/2015/04/One-Indicator-Many-Targets-A-Path-for-Tracking-Land-Rights-Post-2015.pdf>