



#AbortionSolidarity

SOCIAL MEDIA TOOLKIT

International Safe Abortion Day



28th September 2024





#AbortionSolidarity

INTRODUCTION

Welcome! We are happy to be together again to speak out for access to safe and self-managed abortion. This toolkit was made in order to support organizations and advocates participating in the September 28th Campaign. We hope it helps you get involved and feel free to go beyond what is mentioned here!

In solidarity,
The MAMA team.





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About MAMA

MAMA -Mobilizing Activists around Medical Abortion- Is a network of organizations centered on disseminating knowledge about and expanding access to medical abortion at the community level in Sub-Saharan African countries. As such, MAMA sits at the heart of a large grassroots activist movement seeking to change the narrative on reproductive justice in Africa through community activism for safe abortion.

MAMA trusts women, above all, because they are the experts on what they want and need in their lives.





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THEME : ABORTION SOLIDARITY

This September 28 – International Safe Abortion Day – we pay tribute to the collective efforts of all those who make abortions safe and accessible.

While abortions are an individual's decision, it is often overlooked that safe abortion is made possible through the collective efforts of a supportive community.

This includes compassionate hotline counsellors providing reliable information, friendly pharmacists working with hotlines to make pills accessible, healthcare providers offering compassionate and skilled care, activists tirelessly advocating for reproductive rights, legal





advocates working on policy and strategic litigation, support networks, family and friends providing emotional and logistical support. These collective efforts ensure that abortions are both a legal right and a safe, accessible, and stigma-free reality for everyone who needs abortion care, regardless of their circumstances.

When we look back at history, we see that we have survived and thrived, in spite of attacks and threats, our tireless mobilizing and organizing in every region has made us an unstoppable force. Amid challenges, movements such as the MAMA Network continue to





thrive, securing victories as we continue to bring information to people and communities through hotlines and community mobilizations, put pills on people's hands through training of pharmacists and advocates and building a movement for self-managed abortion in Africa.

As we face persistent and emerging threats to abortion rights and reproductive justice, we unite in #AbortionSolidarity to uphold and advance these fundamental freedoms.

Join us in mobilizing for reproductive justice and ensuring that everyone has the support, information, services, and resources they need to make autonomous decisions about their own bodies and lives.





TARGET AUDIENCES AND CALL TO ACTION

We call on all our governments to:

- Decriminalize abortion! We call on them to decriminalize the sharing of information on Abortion and Self-Managed Abortion and also ensure freedom and justice for all unjustly criminalized for accessing abortions and for all service providers and human rights defenders criminalized for providing access to safe abortion.
- Expand access to safe abortion by providing affordable pills for self-managed abortion.
- Allow pregnant people who wish to abort on the first trimester to be able to access Self-Managed Abortion outside Health Facilities and without unnecessary checks.





We call on global institutions and funding bodies to:

- Mobilize resources to support and protect all those who provide and safe abortion access especially self-managed abortion.
- Offer core and flexible funding so that organizations, abortion care facilities, legal aid groups, and accompaniment systems can sustain their work in helping keep abortions safe and accessible.

We call on friendly pharmacists / health providers to:

- Unite in #AbortionSolidarity by complementing the work of our hotlines through providing women with access to the pills at affordable rates free of judgment and stigma.





We call on MAMA Network's organizations to:

- Highlight and share the transformative work/ success stories of their hotlines which empower women by providing them with essential abortion information.
- Continue to unite in #AbortionSolidarity to raise their voices for SMA and to spread awareness of the importance of SMA to reduce maternal mortality.
- To support one another and to advocate for the next generation.





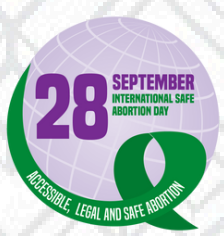
We call on like-minded partners and allies to:

- Share their resources, expertise and knowledge to create awareness of the need for investing in access to safe choices like safe abortion and to jointly advocate for implementation of policies that decriminalize abortion.

We call on girls and women to:

- Exert control over their bodies by choosing safe choices like abortion that improve their health. Get information about their rights and to become women's rights advocates within their own sphere of influence.





Lastly, we call on all those working for universal access to health care, for reproductive justice and broader social justice, and for human rights to join us, organize events and activities, publish information about the situation in our countries and regions, and mobilize together for 28 September.





Social Media Posts calendar **Link: [28 Sept Social Media Calendar](#)**

The calendar outlines the suggested flow of the campaign

Social Media platforms to be used
Twitter, Facebook, Instagram





Who to follow and Tag on X:

#AbortionSolidarity

@themamanetwork

@Wewin_nig
@ruraltoglobal
@TICAH_KE
@ReprojusticeRDC
@yncsd
@wadadasolutions
@MyAgeZim
@kenya_kpen
@CehdoRwanda
@wpctanzania
@AJAgriculteurs
@ONG_JRA
@MSFCburundi

JRA NGO (@ONG_JRA) / Twitter
YSDA (@YSDAYSDA1) / Twitter
iléwa (@ilewabj) / Twitter
Repro Justice Congo (RJC)
(@ReprojusticeRDC) / Twitter
NGO IJBFE (@IjbfeOng) / Twitter
cacdiasbl (@cacdiasbl) / Twitter
Action 4 Change Senegal
(@Action4Changes) / Twitter
@japfbenin
@ras_ong
@JVSAssociation

Partners

@wgnrr_africa
@WGNRR
@FemnetProg
@IpasOrg
@Figo
@ARROW_Women
@Safe2Choose

Hotlines

@YourAuntyJane
@divahotline_





Relevant Hashtags

#AbortionSolidarity

#AbortionSolidarity

#Sept28

#SafeAbortionDay

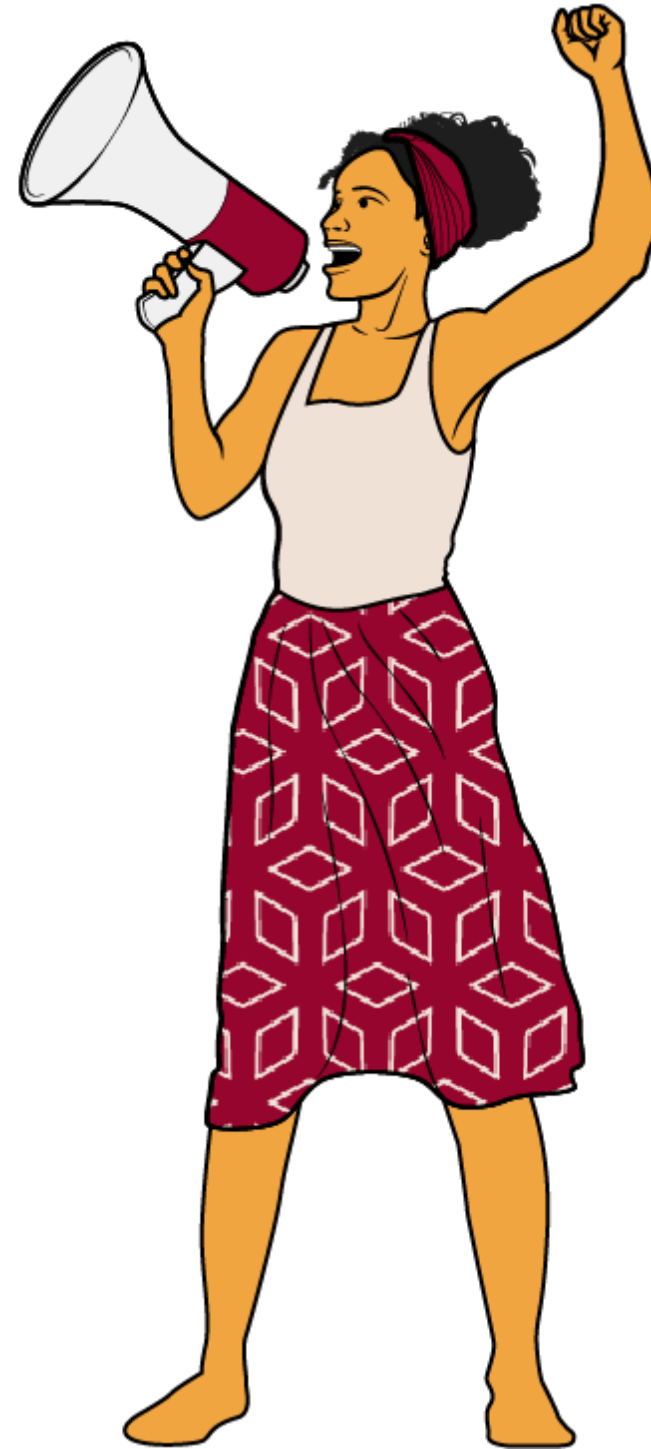
#SRHRisEssential

#Women'sHealthMatter

#WomenRightsareHumanRights

#DecriminalizeAbortion

#AbortionRightsareHumanRights



Join MAMA Network's X Space on September 28!



ABORTION SOLIDARITY



Host: Roseline Rodongo

X SPACE

<https://x.com/i/spaces/1BRJjwkzymBxw>



Speaker: Clareh Twesigye



Speaker: Wilberforce Twinamatsiko



Speaker: Claris Abwoa

Date:

Saturday
28th September 2024

Time:

3pm EAT
1pm WAT



X spaces are an exciting way for open dialogues.

Warming Up for September 28th Campaign, MAMA will host an X space on "Abortion Solidarity".

We encourage all members to join and comment live on X.

Link:

<https://x.com/i/spaces/1BRJjwkzymBxw>





Quick Tips: Talking Points

Engaging the Media The media function on a Newsroom basis, which means they require and process all information following the 5 W's and 1 H of News reporting and

Story writing: ***What, Why, When, Where, Who and How***

It is important to have the answers to these questions on hand and ready at all times if you are to engage with the media.

It is also important to keep the answers to these questions short and straight to the point, and avoid jargon or technical language.





Engaging Politicians and Government stakeholders This audience functions on Policy language, their role, Political Party interests and Constituents needs, as such, there is need to balance these aspects. All messages and communications with this particular audience should be precise and straight forward, with focus on the existing policies in place on the advocacy issue. That provides a platform for discussion with them.

For example, in the context of Women's health day, identify policies, laws and political party perceptions' on women's health, use these to make a case for women's health by presenting women's lived experiences- this creates a link to their constituents needs.





Tool: Filming your short videos

Short videos are a great and innovative way to communicate your messages, to call people to action and to raise awareness.

To shoot your video, you must have a good quality camera, you may use a professional camera or a Smart phone.

Ensure your background is as clear as possible. If you are in a room, make sure the background is not distracting to focus the audience on your message.

Film in portrait mode, this is easier for social media

Write a script of what you will say in your video before recording to guide you



Tool: Pictures

Pictures are a visual way of communication that gives platform to spotlight key messages through the captions.

To take your pictures, you must have a good quality camera, you may use a professional camera or a Smart phone.

Ensure your background is as clear as possible. If you are in a room, make sure the background is not distracting to focus the audience on your message.

Ensure there is adequate lighting for the picture, and focus on the subject of the picture (people or person)

Pictures



Aim to use clear pictures that relate to your messages, and that show some solidarity. Follow the picture with the captions in the key message document, and the hashtags.

Take pictures of your events and share on Social Media tagging MAMA Network, partners and members.

Graphics and Frames



Aim to use graphics, or cartoons that are vibrant, catchy and straight to the point. Ensure the graphics have your logos, and match your key messaging.

Link to Templates you can customize on Canva: [Graphics Templates on Canva](#)



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Best practices

1. Keep your messaging straight to the point
2. Always use AT LEAST TWO of the campaign hashtags
3. Always tag MAMA Network and key relevant partners and donors on the first Post
4. If you are filming videos, ensure the background is clear and there should be no feedback or back ground noise
5. Film all short videos in portrait mode for social media and keep all videos to less than 1 minute 30 seconds.





Quick Tips: Posting on Social media

1. Keep your posts clear and short- while social media holds the largest audience, the audience's attention is limited to very few words at a time.
2. Ensure you include the key words in all your posts to create a storyline that your audience can follow.
3. Always tag key partners in the first post to widen your reach.
4. Try to use as many visuals for your posts- short video, graphics, pictures- visuals attract the audience's attention, your caption is what retains their attention.
5. Make sure your caption starts with key words or catchy words, or a leading hashtag for example, #DidYouKnow, #MythsandFacts etc.





Quick Tips: Posting on Social media

1. Hashtags! Hashtags link your posts to a wider audience- this is why hashtags always include key words of the campaign message to connect to other campaigns, partners and like minded social media users.
2. Spam- Keep an eye out for messages from anti-abortion activists who at times comment. While it is easier to respond to them, not responding to them takes their power away. You may choose to block them or delete their comments instead.
3. RETWEET! Retweet partners, advocates and donor posts is essential to creating a connection and engaging in the conversation on social media.





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Conclusion

Remember this campaign contributes to the communication and visibility of your work, use it to spotlight your activities and work.

Think of campaigning as a form of dialogue and conversation with your target audience. In a similar way to holding community dialogue, digital media communications and campaigning as a way to summarize your community work.

