



## **Social Media Toolkit**

The following template posts can be used to help drive awareness of the Young Families First campaign. It highlights the key messages to be amplified from 17 - 23 May 2021 and represent the views of adolescent parents affected by HIV. Shareable images have been created to be used in conjunction with these posts and an e-signature has been created for you to insert into your emails. A link to the campaign landing page has also been included for ease of reference. Please be sure to include the co-sponsors social media handles as detailed below wherever possible. Please also utilise the campaign hashtag

**[#YoungFamiliesFirst](#)**

### **REPSSI**

**Twitter:** @REPSSI

**Facebook:** @REPSSIHQ

**Instagram:** @repssihq

**LinkedIn:** REPSSI (Regional Psychosocial Support Initiative)

### **Y+ Global**

**Twitter:** @Yplus\_Global

**Facebook:** @YplusGlobal

**Instagram:** @yplus\_global

**LinkedIn:** Y + Global

### **PATA**

**Twitter:** @teampata

**Facebook:** @PaediatricAdolescentTreatmentAfrica

**Instagram:** @teampata

**LinkedIn:** Paediatric-Adolescent Treatment Africa

### **READY**

**Twitter:** #weareready

**Facebook:** @READYMovement

### **The Coalition for Children Affected by AIDS**

**Twitter:** @childrenandhiv

**Instagram:** @childrenandhiv



**LinkedIn:** The Coalition for Children Affected by AIDS

If you have any questions, please contact Ashton Josephs, Communications and Administration Adviser to The Coalition for Children Affected by AIDS: [ashton.josephs@childrenandHIV.org](mailto:ashton.josephs@childrenandHIV.org)

Thank you for your support for the **#YoungFamiliesFirst** campaign.

Date / Post	Twitter	Facebook / Instagram / LinkedIn	Images - use full size images in package folder
17 May - Day 1	<p>"Adolescent parents and our children can beat HIV &amp; thrive in life. But we need to be empowered not discriminated against." Miriam, an adolescent mother &amp; ambassador to @childrenandHIV Share our #YoungFamiliesFirst campaign &amp; join our champion's network. <a href="http://bit.ly/MiriamBlog">bit.ly/MiriamBlog</a></p>	<p>"Adolescent parents and our children can beat HIV and thrive in life. But we need to be empowered not discriminated against." Miriam Hasasha, an adolescent and ambassador to the Coalition for Children Affected by AIDS shares her views on why adolescent parents affected by HIV and their children should be put first. Read her blog: <a href="http://bit.ly/MiriamBlog">http://bit.ly/MiriamBlog</a> #YoungFamiliesFirst</p>	
18 May - Day 2	<p>We must welcome adolescent mothers into health clinics. Tambudzai talks about the importance of friendly &amp; informative antenatal/postnatal care. Join the campaign empowering adolescent parents affected by HIV &amp; their children <a href="http://bit.ly/YoungFamiliesFirst">bit.ly/YoungFamiliesFirst</a> #YoungFamiliesFirst</p>	<p>We must welcome adolescent mothers into health clinics. Tambudzai Magwenzi from Zimbabwe talks about the importance of friendly and informative antenatal and postnatal care. Join the campaign to empower adolescent parents affected by HIV and their children. Learn more: <a href="http://bit.ly/YoungFamiliesFirst">bit.ly/YoungFamiliesFirst</a> #YoungFamiliesFirst</p>	
19 May - Day 3	<p>"Schools must welcome adolescent mothers. In many countries, they are banned from going to school. The more they stay in school the better able they are to avoid unintended pregnancy, support their children &amp; tackle HIV." Sharifah, peer supporter <a href="http://bit.ly/YoungFamiliesFirst">bit.ly/YoungFamiliesFirst</a></p>	<p>"Schools must welcome adolescent mothers, not exclude them. In many countries, they are banned by law from going to school. And even where they are legally allowed, the local school does not accept them. The more they stay in school the better able they are to avoid unintended pregnancy, support their children and tackle HIV." Hear more from Sharifah, a peer supporter and join our #YoungFamiliesFirst campaign: <a href="http://bit.ly/YoungFamiliesFirst">bit.ly/YoungFamiliesFirst</a></p>	

20 May - Day 4	Kudzai Hukuimwe, an adolescent father says “Adolescent fathers and mothers must be supported together - we both have a critical role to play.” Show your support for adolescent parents affected by HIV. Visit the campaign page today: <a href="http://bit.ly/YoungFamiliesFirst">bit.ly/YoungFamiliesFirst</a> #YoungFamiliesFirst	Kudzai Hukuimwe, an adolescent father says “Adolescent fathers and adolescent mothers must be supported together - we both have a critical role to play.” Show your support for adolescent parents affected by HIV. Visit the campaign page today to learn more and join our Champion’s Network: <a href="http://bit.ly/YoungFamiliesFirst">bit.ly/YoungFamiliesFirst</a> #YoungFamiliesFirst	 
21 May - Day 5	Faith Kiruthi is a nurse supporting adolescent mothers in Kenya. Watch her video to see why she believes they need comprehensive, individualised support, especially for good mental health and financial empowerment. <a href="http://bit.ly/YoungFamiliesFaithVideo">bit.ly/YoungFamiliesFaithVideo</a> #YoungFamiliesFirst	Faith Kiruthi is a nurse supporting adolescent mothers in Kenya. Watch her video to see why she believes young mothers need comprehensive, individualised support, especially for good mental health and financial empowerment. Watch now: <a href="http://bit.ly/YoungFamiliesFaithVideo">bit.ly/YoungFamiliesFaithVideo</a> #YoungFamiliesFirst	<p>Please use the Bitly video link for Twitter, Facebook and LinkedIn which will take audiences to YouTube.</p> <p><a href="http://bit.ly/YoungFamiliesFaithVideo">bit.ly/YoungFamiliesFaithVideo</a></p> <p>For Instagram, use the video available in the ‘square images’ folder to upload directly to Instagram. You can then remove the Bitly link from the text.</p>
22 May - Day 6	Listen to this audio recording by Evelyn Mpoya from Malawi on the power of peer support amongst adolescent mothers affected by HIV. Learn about the #YoungFamiliesFirst campaign empowering these adolescent parents: <a href="http://bit.ly/YoungFamiliesFirst">bit.ly/YoungFamiliesFirst</a>	Listen to this audio recording by Evelyn Mpoya from Malawi on the power of peer support amongst adolescent mothers affected by HIV. Find out more about the #YoungFamiliesFirst campaign empowering adolescent parents affected by HIV and their children: <a href="http://bit.ly/YoungFamiliesFirst">bit.ly/YoungFamiliesFirst</a>	<p>See toolkit for MP4 files - screenshots below:</p>  

<p>23 May Day 7</p>	<p>Read about Tariro, an adolescent mother from Zimbabwe. She says we should let adolescent mothers show what they're capable of, value them, and support them to believe in themselves. Discover more and read her blog: <a href="http://bit.ly/TariroBlog">http://bit.ly/TariroBlog</a> #YoungFamiliesFirst</p>	<p>Read about Tariro, an adolescent mother from Zimbabwe. She says we should let adolescent mothers show what they're capable of, value them, and support them to believe in themselves. Discover more, read her blog and support our campaign: <a href="http://bit.ly/TariroBlog">http://bit.ly/TariroBlog</a> #YoungFamiliesFirst</p>	<div data-bbox="1182 205 1421 346"> <p>#YOUNGFAMILIESFIRST</p> <p>“ Let adolescent mothers show you what they're capable of. Believe in us. And support us to believe in ourselves. ”</p> <p>Tariro Kutadza, Adolescent Mother, Zimbabwe</p>  </div> <div data-bbox="1182 388 1421 625"> <p>#YOUNGFAMILIESFIRST</p> <p>“ Let adolescent mothers show you what they're capable of. Believe in us. And support us to believe in ourselves. ”</p> <p>Tariro Kutadza, Adolescent Mother, Zimbabwe</p>  </div>
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