



Social Media Toolkit

International Day of Zero Tolerance for Female Genital Mutilation/ Cutting February 6, 2019

INTRODUCTION

Female Genital Mutilation/ Cutting (FGM/C) refers to cutting and other procedures that injure the female genital organs for non-medical reasons. According to the World Health Organization, FGM/C has no health benefits and can cause lifelong physical and psychological harm. To break the culture of silence around FGM/C, in 2003 the United Nations declared February 6 as an annual International Day of Zero Tolerance (ZTD) for FGM/C.

The US End FGM/C Network aims to eliminate FGM/C by connecting, supporting, elevating and advocating with diverse US stakeholders engaged in prevention, education and care.

This social media toolkit includes sample social media posts to generate awareness on FGM/C in the United States and globally. There is a particular emphasis on the need to overturn of the decision of the U.S. District Judge Bernard Friedman, who recently ruled that the U.S. FGM/C law was unconstitutional, and a call to action for state laws and other advocacy at the state level.

Please amplify messaging from the International Day of Zero Tolerance for FGM/C – February 6 - through March 8, which is International Women’s Day.

Join us on [Facebook](#) and follow us on [Twitter](#) to see the latest on this campaign.

COMMUNICATION GOALS

- Break the culture of silence around FGM/C by presenting data, testimonials, and research.
- Highlight the US End FGM/C Network's efforts to end FGM/C by amplifying member activities and parallel social media campaigns
- Celebrate the launch of the US End FGM/C Network and the growing commitment of diverse organizations from throughout the nation – and the world - to speak out against FGM/C and work together to end this harmful practice.
- Emphasize the US End FGM/C Network's alignment to United Nations Sustainable Development Goal 5 – which calls for an end to FGM/C by 2030.
- Underscore that FGM/C (which includes all forms of excision) is a form of child abuse and is a human rights abuse.
- Encourage audiences to call their congressional representatives to push for more resources or, in states where there is no law banning FGM/C, for legislation.

TOP-LINE MESSAGING

- **Overarching sound bite: “FGM/C is a form of child abuse. It serves no medical purpose and only causes harm.”**
- Like other forms of gender-based violence, FGM/C is fundamentally about power and control. FGM/C is rooted in controlling female sexuality.
- FGM/C is global in scope. It cuts across race, religion, geography, and socioeconomic class.

GLOBAL HASHTAG

#EndFGM

Please use this hashtag and our handle @USEndFGMNetwork in your social media posts.

Other hashtags: **#ZTD2019 #MeToo #GlobalGoal5 #FGMIsNotMyReligion #NoFGM #ZeroTolerance4FGM**



SOCIAL MEDIA POSTS

- Join the U.S. and global community on Feb 6: International Day of #ZeroTolerance for Female Genital Mutilation/Cutting. Together, we stand united to #endFGM: www.endfgmnetwork.org #ZeroTolerance4FGM
 - According to @WHO: FGM/C serves no medical purpose and only causes harm. We can #endFGM in a generation www.endfgmnetwork.org #ZTD2019 #ZeroTolerance4FGM
 - We must all stand with Female Genital Mutilation survivors in the US and across the globe to ensure that the rights of girls are protected through sound laws 2 #ENDFGM: <http://bit.ly/DetroitStatement> #ZTD
 - Female Genital Mutilation is not a faraway problem. It is happening in the US. Help #endFGM by sharing stories of American FGM/C survivors: <https://goo.gl/yv8qoa>
 - Through honoring community-driven approaches we can engage in respectful & open conversations to #EndFGM. Read the @main1_org report: <http://bit.ly/HERInitiative> #ZTD2019
 - FGM/C in all its forms is a dangerous and deeply harmful practice. Join the movement to #endFGM www.endfgmnetwork.org
 - @EqualityNow: 27 States have laws against Female Genital Mutilation. Learn more about the history of policies & laws against #FGM in the US & urge your representatives to do more! <http://bit.ly/USLawsEN> #ZeroTolerance4FGM
 - Storytelling is a powerful tool for social change. @Sahiyo is helping to #endFGM by breaking the culture of silence on Female Genital Mutilation/Cutting: <https://goo.gl/xK7Rv2>
 - Families are at the center of education efforts to empower communities to #EndFGM. @BRYCSinfo resources can help: <https://brycs.org/raising-a-girl/>
 - Medicalised #FGM is a growing problem that still constitutes a threat to the health & well-being of women & girls. We take on a #zerotolerance approach to medicalisation & say #NoFGM لا لختان البنات # <http://bit.ly/282MMedical>
- A court in #Detroit overturned the U.S. federal ban on #FGM. Here is one survivor's call to action: #endFGM <https://goo.gl/UqDRvY>
- The trauma from Female Genital Mutilation/Cutting can last a lifetime. Join the conversation to #endFGM <https://goo.gl/mWQT7j>

- @UNFPA: Over 200 million women and girls today have undergone some form of Female Genital Mutilation. Over 500K are at risk in the U.S. Find out how to #endFGM: www.endfgmnetwork.org
- To #EndFGM, we must engage in thoughtful processes that allow all voices to be heard. Join us! www.endfgmnetwork.org
- "Those who believe that FGM/C is a religious practice misunderstand the teachings of the prophet Muhammad." - Imam Magid @adamscenter. Join the conversation at #endFGM <https://goo.gl/lb1s3q> #FGMIsNotMyReligion
- "FGM/C is not sanctioned by the Coptic Christian religion" - Bishop Youssef, Join the conversation at #endFGM <https://goo.gl/lb1s3q> #FGMIsNotMyReligion

LINKS

Here is a list of member organizations and resources to highlight and explore:

- **The U.S. End FGM/C Network: www.endfgmnetwork.org**
- Sahiyo: <https://sahiyo.com/>
- Safe Hands for Girls: <https://safehandsforgirls.org/>
- There is No Limit Foundation: <http://www.thereisnolimitfoundation.org/>
- Global Woman PEACE Foundation: <http://globalwomanpeacefoundation.org/>
- Equality Now: https://www.equalitynow.org/end_fgm
- Vital Voices Global Partnership: <https://www.vitalvoices.org/>
- Bridging Refugee Youth and Children's Services: <https://brycs.org/>
- Sanctuary for Families: <https://sanctuaryforfamilies.org/>
Finally Girls Matter (US Mali Charitable Assoc): <http://www.finallygirlsmatter.org/>
- UNICEF USA: <https://www.unicefusa.org/>
- Inter-African Committee-USA: <http://iac-usa.org>
- International Center Research on Women (ICRW): <https://www.icrw.org/>
- Muslim American Leadership Alliance (MALA): <https://www.malanational.org/>
- Philadelphia International Women's Project: <https://drexelmedicine.org/patient-services/obstetrics-and-gynecology/philadelphia-international-womens-project/>
- RAHMA: <http://haverahma.org/fgm/>
- Servicing Wild Flowers International: <http://www.swfinternational.org/>
- We Speak Out: <http://www.wespeakout.org/>

- The George Washington University, Department of Prevention and Community Health: <https://publichealth.gwu.edu/>
- 28 Too Many: <https://www.28toomany.org/>
- Partnerships for Health: <http://www.partnershipsforhealth.org/spotlight.html>