

## CSW69 Social Media Toolkit

This year, the global community will mark the 30<sup>th</sup> anniversary of the [Fourth World Conference on Women](#) and adoption of the [Beijing Declaration and Platform for Action \(1995\)](#). The main focus of CSW69 will be to review how well the [Beijing Declaration and Platform for Action](#) has been implemented, along with the outcomes of the [23rd special session of the General Assembly](#). This review will look at current challenges to achieving gender equality, empowering women, and how these efforts contribute to the 2030 Agenda for Sustainable Development.

This toolkit is designed for S4HL participants attending CSW69. It includes key messaging, suggested posts, and resources to amplify S4HL's impact on social media. By sharing stories, statistics, and calls to action, we can drive awareness of the critical role that women's land rights play at CSW.

**Action item:** We'd love to see your photos from CSW69! Please share your photos and stories via [photo form](#) so we can post it on the S4HL global social channels. If you're posting on your own social media, please tag [@Stand4HerLand](#) and [#S4HL](#).

## Quick Info and Links

**DATE:** Monday, March 10<sup>th</sup> – Friday, March 21<sup>st</sup>, 2025

**CSW69 WEBSITE:** <https://www.unwomen.org/en/how-we-work/commission-on-the-status-of-women/csw69-2025>

**S4HL SOCIAL MEDIA (@Stand4HerLand):**

- Instagram: <https://www.instagram.com/stand4herland/>
- Facebook: <https://www.facebook.com/Stand4HerLand/>
- Twitter/X: <https://x.com/Stand4HerLand>
- LinkedIn: <https://www.linkedin.com/company/stand-for-her-land/>

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## UN WOMEN SOCIAL MEDIA (@UNWomen):

- Instagram: <https://www.instagram.com/unwomen>
- Facebook: <https://www.facebook.com/unwomen>
- Twitter/X: [https://x.com/UN\\_Women](https://x.com/UN_Women) \*Note handle is @UN\_Women
  - United Nations CSW (@UN\_CSW): [https://x.com/UN\\_CSW](https://x.com/UN_CSW)
- LinkedIn: <https://www.linkedin.com/company/un-women/>

## HASHTAGS:

- Primary: #S4HL #Stand4HerLand #CSW69 #Beijing30
- Secondary: #NGOCSW69 #WomensLandRights #GenderEquality #ForAllWomenAndGirls

## Key Messaging

At CSW 2025, S4HL will advocate for women's land rights as a foundation for gender equality, economic justice, and climate resilience. Key global frameworks including the [Beijing Declaration and Platform for Action](#), [Generation Equality Forum \(GEF\)](#), and the [Pact for the Future](#) highlight land rights as essential for women's empowerment, resilience, and opportunity.

### 1. Representation - Women Must Lead the Movement

- Women at the grassroots level are the driving force behind gender equality and must have secure land rights to continue leading change.
- Land ownership gives women power, voice, and economic stability to shape their futures.
- Decision-making spaces must include people who are marginalized including women, Indigenous Peoples, youth to ensure policies reflect the realities on the ground.

### 2. Recognition - Women's Land Rights Are Essential for Gender Equality

- Land rights are the missing link in gender equality efforts. Without secure land, women remain vulnerable to poverty, displacement, and economic insecurity.

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- Equal land rights drive progress on multiple gender justice issues, including economic empowerment, safety from gender-based violence, and climate resilience.
- Governments must prioritize land reform, inheritance rights, and access to resources to ensure equality.

### 3. Resources: Funding and Policy Changes Are Critical

- Local and grassroots women’s organizations need direct funding to continue advancing women land rights.
- Barriers to funding access must be removed so that community-led initiatives can thrive.
- Governments and donors must invest in women’s land rights as a key strategy for achieving gender and climate goals.

#### How This Connects to Global Frameworks:

- Beijing Declaration: Calls for governments to reform laws ensuring women’s land and property rights.
- Generation Equality Forum (GEF): Calls for increased women’s access to and control over productive resources and enhancing and leveraging women and girls to build climate resiliency and mitigation
- Pact for the Future: Emphasizes legal reforms for equal access to land, inheritance, and economic resources.

#### Calls to Action at CSW 2025:

- Amplify grassroots women’s voices—they are leading the movement, and their stories must be heard.
- Push for stronger legal protections and funding for land rights initiatives.
- Engage in conversations on how land rights intersect with climate justice, economic empowerment, and gender equality.

Reference: [CSW 2025 Talking Points Reference Document.docx](#)

## Social Media Ideas:

- **Pre-Event Awareness/Announcement**
  - **Sample Caption:** We're headed to #CSW69! ✨ This year, we'll join global advocates to spotlight women's land rights and their role in achieving gender equality. Follow along as we amplify voices and solutions to enhance dignity, equality, and empowerment through land rights. #S4HL #WomensLandRights #Beijing30
- **Daily Highlights**
  - **Sample Caption:** Day 1 of #CSW69 is in the books! 🌍 Today we joined [PANEL/SESSION NAME] to discuss [key theme]. A key takeaway? Women's land rights don't just empower women—they build stronger communities and address climate challenges. 🙌 #S4HL #WomensLandRights
  - **Image Suggestions:** Photos from panels, speaker quotes, images of S4HL team members in action.
- **Live Event Coverage**
  - **Sample Caption:** Securing women's land rights is one of the most effective ways to reduce poverty and build climate resilience." 🌱 Powerful words from [SPEAKER] at today's #CSW69 session. Let's keep pushing for a future where every woman has the right to land. #S4HL #WomensLandRights
  - **Image Suggestions:** Event photos, group shots, video snippets, quotes from speakers.
- **Behind-the-Scenes**
  - **Sample Caption:** What does #CSW69 look like behind the scenes? Here's a sneak peek of me and the #S4HL team preparing to advocate for women's land rights.
  - **Image Suggestions:** Fun shots of team members preparing materials, scenes throughout UN Grounds, or chatting with other attendees. Keep it authentic and casual.

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- **Shoutouts to Partners and Stakeholders**

- **Sample Caption:** Teaming up for change! 🌟 We're proud to stand with [Partner Name] at #CSW69, pushing for inclusive land governance. Together, we're amplifying solutions for women's empowerment. #S4HL #GenderEquality
- **Image Suggestions:** Photos with partner representatives, re-shares of partner posts, visuals of collaborative efforts.

- **Post-Event Reflections**

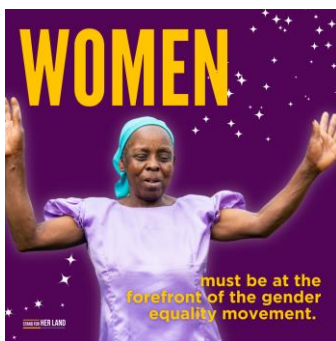
- **Sample Caption:** What an inspiring week at #CSW69! 🌟 We heard from global leaders, activists, and women who are living proof that secure land rights transform lives. The fight doesn't stop here—S4HL will continue advocating for a world where every woman has access to land and dignity. #WomensLandRights #S4HL
- **Image Suggestions:** Group photo of S4HL team, collage of event highlights, inspirational quotes.

## Example Graphics and Captions

**EXAMPLE SOCIAL MEDIA GRAPHICS:** <https://landesa.canto.com/b/IKKQ3>

Note: S4HL Global (@Stand4HerLand) will be posting this on their socials so you can either use these on your personal socials or reshare from S4HL Global's socials.

**Women must be at the forefront of the gender equality movement!**



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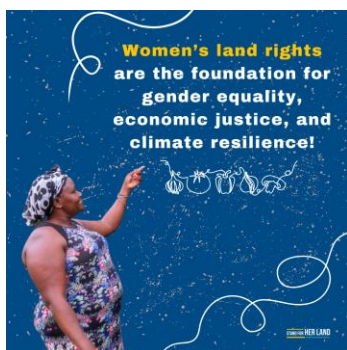
## IG/FB/LI caption:

- Women at the grassroots level are the driving force behind gender equality and must be included in decision-making spaces to reflect the realities on the ground. Land ownership gives women a voice, empowerment, and economic stability to shape their futures. Let's secure land rights for all! #WomensLandRights #CSW69 #S4HL #Beijing30

## Twitter caption:

- Women at the grassroots level are leading the fight for gender equality—they must be heard in decision-making spaces. Land ownership gives women power, stability, and a voice in their future. Let's secure land rights for all! #WomensLandRights #CSW69 #S4HL #Beijing30

**Women's land rights are the foundation for gender equality, economic justice, and climate resilience.**



## IG/FB/LI caption:

- Equal land rights drive progress on multiple gender justice issues, including economic empowerment, safety from gender-based violence, and climate resilience. Women's land rights are a missing link to all of these global issues and governments must prioritize land reform, inheritance rights, and access to resources for women to ensure equality for all! #CSW69 #WomensLandRights #S4HL #Beijing30

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## Twitter caption:

- Women's land rights are the missing link to economic empowerment, safety from gender-based violence, and climate resilience. Governments must prioritize land reform, inheritance rights, and resources to ensure equality for all! #CSW69 #WomensLandRights #S4HL #Beijing30

## Funding and policy changes are critical in advancing women's land rights.



## IG/FB/LI caption:

- Local and grassroots women's organizations need direct funding to continue advancing women's land rights! Barriers to funding access must be removed so that community-led initiatives can thrive and advance women's land rights. We call on governments and donors to invest in women's land rights as a key strategy for achieving gender equality and climate justice! #CSW69 #WomensLandRights #S4HL #Beijing30

## Twitter caption:

- Local & grassroots women's orgs need direct funding to advance women's land rights! Removing barriers to funding helps community-led solutions thrive. Governments & donors must invest in land rights for gender equality & climate justice! #CSW69 #S4HL #Beijing30

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If you have any questions about this social media toolkit, please contact Vivian Wang, Landesa Digital Media Specialist at [vivianw@landesa.org](mailto:vivianw@landesa.org).