

Digital Toolkit

AUG 10-AUG 16



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 Save Our Future

www.SaveOurFuture.world

THEME OF THE WEEK:

Education & The Global Goals

#WorldsToDoList

Key Messages of the Week

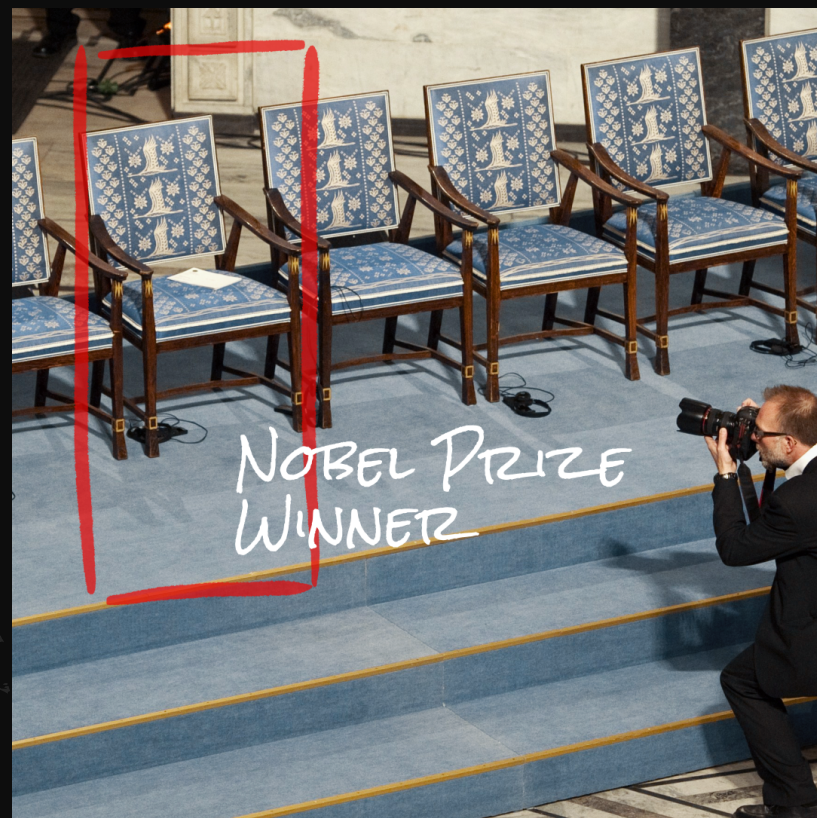
While education is clearly a victim of the pandemic, it is also the solution to the longer-term recovery from COVID-19.

Education is the foundation for achieving all the **Global Goals**.

COVID-19 risks reversing progress towards the **Global Goals** which will be devastating for the rights of children and for their future opportunities. Just a matter of months could unravel 30 years of progress.

Focus of the Week

The focus this week is showing the intersectionality of education with the overall Global Goals and pushing education as a gateway to achieve them by 2030.



We will also continue to push out the campaign film as it ties in so well with this theme and will continue to drum up the momentum we have created from the campaign.

As a reminder, this film can be downloaded in different formats and will also be at the top of the website: saveourfuture.world

Link to the full film in different formats and languages is [here](#).

Link to the full film on website is [here](#).

Link to film cutdowns and film stills for social media are [here](#).

*All social posts and assets in this toolkit are adaptable for Facebook, Instagram, Twitter and Tik Tok. All graphics are available in square and rectangular formats.

Monday, August 10

We will share content that links education to the 2030 Global Goals and highlights how education is the foundation necessary to build back from COVID-19.

We will also promote *The Presence of Absence* film.

SOCIAL POSTS:

The Global Goals are our world's to-do-list and #education is crucial to getting that list done! Learn how you can join us to #SaveOurFuture at saveourfuture.world. @SaveFutureNow #WorldsToDoList

While #education is clearly a victim of the pandemic, it is also the solution to the longer-term recovery from #COVID19. #Education creates the health workers, the entrepreneurs, and the engineers of the future. We must #SaveOurFuture @SaveFutureNow #WorldsToDoList [Attach campaign film or link <https://bit.ly/SOFTThePresenceOfAbsence>]

Nelson Mandela said it best. #MadibaTaughtUs #SaveOurFuture @SaveFutureNow #WorldsToDoList [Download and attach quote graphic for [Twitter/Instagram](#)] →

**"EDUCATION IS
the most powerful
WEAPON WHICH
YOU CAN USE
TO CHANGE THE
WORLD."**

- NELSON MANDELA

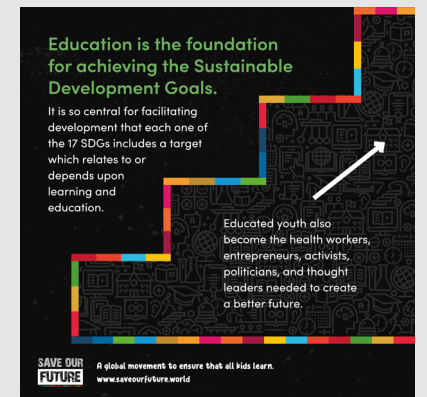
SAVE OUR
FUTURE

Tuesday, August 11

We will share content that highlights how education is critical to the development of sustainable societies.

SOCIAL POSTS:

#Education is the foundation for achieving all the #globalgoals. Let's act on education today to #SaveOurFuture. @SaveFutureNow #WorldsToDoList [Download and attach graphic] →



BIG FACT: To achieve the #GlobalGoals by 2030, we must focus on #education today #SaveOurFuture @SaveFutureNow #straightfacts #WorldsToDoList

We agree with the @UN SG @AntonioGuterres, #education is key to the future! #SaveOurFuture @SaveFutureNow #WorldsToDoList [Download and attach graphic for Twitter/Instagram] →



Wednesday, August 12

We will share content that highlights how investing in education is the central link to all 2030 Global Goals.

SOCIAL POSTS

It all starts at school. #Education is key to achieving @TheGlobalGoals Who else agrees? #SaveOurFuture @SaveFutureNow @TheWorldsLesson #WorldsToDoList
[Download and attach [graphic](#)]



#DYK? #Education is SO central to attaining development that EACH ONE of the 17 #SDGs includes a target which relates to or depends upon learning and education (#MicDrop). Join us at saveourfuture.world #SaveOurFuture #WorldsToDoList

If #education falls back, the entire #globalgoals agenda falls back. We must invest in education today. #SaveOurFuture @SaveFutureNow #WorldsToDoList
[Download and attach [graphic](#)]



Thursday, August 13

We will share a story from our campaign partner Islamic Relief USA and highlight how inclusive education is necessary for achieving the Global Goals.

SOCIAL POSTS

Access to #education was in crisis even before #COVID19. Read about @SaveFutureNow partner @IslamicRelief “Magic School Bus” project that brought education to the most vulnerable <https://bit.ly/SOFPartnerIRUSA> #SaveOurFuture #WorldsToDoList

A more inclusive #education will help build a more inclusive society. Join us to #SaveOurFuture now. @SaveFutureNow #WorldsToDoList [[Download and attach graphic](#)]



You can't fight for your rights if you don't know what they are, that is why #Education on the #GlobalGoals is so crucial. Get started with and unlock every child's potential with @TheWorldsLesson #WorldsToDoList <https://bit.ly/SOFPartnerProjectEveryone>

Friday, August 14

We will share a story from our campaign partner UNICEF and highlight how children are coping with COVID19.

We will also promote *The Presence of Absence* film.

SOCIAL POSTS

Our future is dependent on educated youth today. Join us to #SaveOurFuture now! #WorldsToDoList [Attach [campaign film](#) or link <https://bit.ly/SOFThePresenceOfAbsence>]

“When coronavirus is over, we’ll be free again!” – Joachim, shares his excitement to go back to places he loves like school in @SaveFutureNow partner @UNICEF’s Home Diary Series. Learn more on how children around the world are coping with the #COVID19 lockdown. #WorldsToDoList <https://bit.ly/SOFPartnerUNICEF>

We have an opportunity to build back better, with more solidarity, to make #education systems more inclusive, flexible and resilient to future shocks. #WorldsToDoList [Download and attach [graphic](#)]



Saturday, August 15

We will highlight a story from our campaign partner Nirantar - Center for Gender and Education and celebrate the brave teachers and educators creating a better future.

SOCIAL POSTS

#Education must continue during #COVID19 and teachers are finding ways to adapt. Watch a video by @SaveFutureNow partner @NirantarIndia that follows teacher Shivji as he ensures his female students don't fall behind. <https://bit.ly/SOFPartnerNirantar> #SaveOurFuture #WorldsToDoList

Shout out to the teachers and educators who are making learning possible under impossible circumstances! #WeSeeYou #SaveOurFuture @SaveFutureNow #WorldsToDoList [Download and attach this still from the campaign film]



We are working hard on our #WorldsToDoList and know that #education is essential to it. Are you in? Join us at saveourfuture.world #SaveOurFuture @SaveFutureNow

Sunday, August 16

We will promote the campaign film and website, as well as highlight a video from campaign partner Africa Matters.

SOCIAL POSTS

#Education is the key to prosperity. It can open up a world of opportunities. It is vital in achieving @TheGlobalGoals so we must act now to #SaveOurFuture #WorldsToDoList [Attach [campaign film or link https://bit.ly/SOFThePresenceOfAbsence](https://bit.ly/SOFThePresenceOfAbsence)]

"If we don't have enough #education, we don't have enough teachers." Listen to this podcast by @SaveFutureNow partner @AfricaMatters15's co-founder @FaraiFeminist unpack the importance of teaching & education. #WorldsToDoList <https://bit.ly/SOFPartnerAfricaMatters>

#DYK? #Education is the key to development. From better health and women's empowerment, to civic engagement and social cohesion, #education is the magic solution to #SaveOurFuture. @SaveFutureNow #WorldsToDoList