

# Commonwealth day

## Social Media Toolkit

#CommonwealthDay  
#SheLeadsTheWay



The Commonwealth

# Commonwealth Day 2021

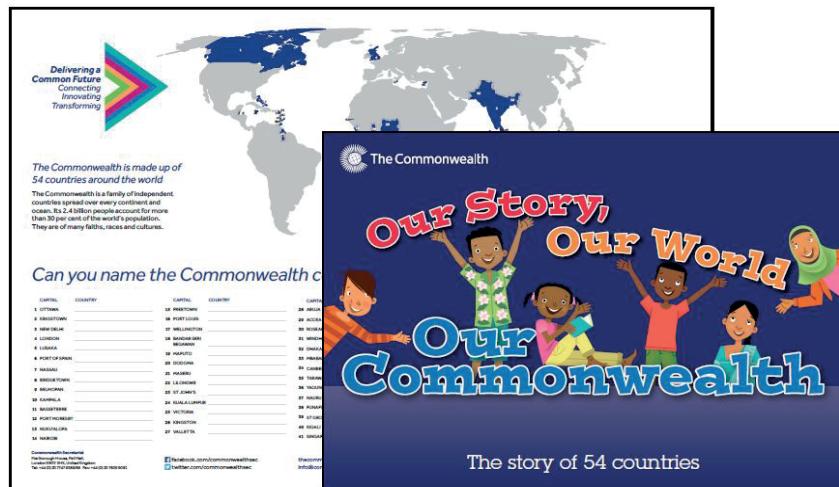
**Commonwealth Day** is an annual celebration observed across the 54 member countries. This year it will take place **virtually on 8 March 2021**, under the theme 'Delivering a Common Future: Connecting, Innovating, Transforming'. It is an opportunity for individuals, communities and organisations to promote the Commonwealth's shared values of peace, democracy and equality, and celebrate the association's rich diversity. COVID-19 means activities will largely take place virtually this year.

## Contact

If you have queries about this toolkit or social media in general please contact:

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In this toolkit, you will find sample social media posts and assets, as well as guidance for recording videos. Please use hashtag **#CommonwealthDay** in all posts, plus **#SheLeadsTheWay** in women leadership posts.

Thank you in advance for your support in promoting the work of the Commonwealth Secretariat.

For more information on Commonwealth Day 2021, including downloadable home learning resources, please visit:

[TheCommonwealth.org/commonwealthday](http://TheCommonwealth.org/commonwealthday)

# Let's celebrate Commonwealth Day

We would be honoured if you are able to celebrate Commonwealth Day and women's leadership with us, by kindly supporting one or more of the following actions.

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## 1. Submit a woman leadership video

- Record a 30-60 second video message wherein you name a woman leader who has personally inspired you in your life or during COVID-19 and explain why – anyone from teachers and doctors to ministers and mothers. See 'video guidance' below, for video recording tips.
- On or before 8 March, publish your video on social media, with the hashtag **#SheLeadsTheWay**, alongside **#CommonwealthDay** and **#IWD2021**.  
Please also nominate others to join in by tagging them in your post.  
If room, also include our accounts **@CommonwealthSec** **@PScotlandCSG**.

We would like social media messages to be personal, but a sample post to go with your video could be:

I name XX as a woman who inspires me. She taught me that a better world is possible.

I nominate @XX @XX & @XX to name women in their lives who inspire them.

**#SheLeadsTheWay #CommonwealthDay #IWD2021 @CommonwealthSec**



## 2. Publish a Commonwealth Day message on social media

On or before **8 March**, please publish a written or video message on social media sharing your support for the Commonwealth family, using **#CommonwealthDay**.

The following pages have sample posts for Twitter, Instagram and Facebook. You can find images and video in our gallery [here](#).

### Twitter

- Happy Commonwealth Day to all those celebrating across the **#Commonwealth!**
  -  Share your celebrations using **#CommonwealthDay**
  -  Join the #SheLeadsTheWay video campaign by telling the world which woman inspires you and nominating friends to do the same
  -  Learn more: [TheCommonwealth.org/commonwealthday](http://TheCommonwealth.org/commonwealthday)
- This year's **#CommonwealthDay** theme is 'Delivering a Common Future'. It was chosen because the diverse family of 54 **#Commonwealth** countries connect at many levels through extensive and deep-rooted networks of friendship and goodwill. Find out more: [TheCommonwealth.org/theme](http://TheCommonwealth.org/theme)
- Join in the celebrations this Commonwealth Day!
  -  Share your photos using **#CommonwealthDay**
  -  Take part in the #SheLeadsTheWay video campaign by telling the world which woman has inspired you
  -  Learn more: [@CommonwealthSec](#) & [TheCommonwealth.org/commonwealthday](http://TheCommonwealth.org/commonwealthday)

- The **#Commonwealth** is a voice for small and vulnerable states & a champion for young people. Today 54 independent countries celebrate **#CommonwealthDay** under the theme [#CommonwealthDelivers](#) [@CommonwealthSec](http://TheCommonwealth.org/commonwealthday)

- Join us in celebrating women leadership across the Commonwealth this **#CommonwealthDay** and **#IWD2021!**
  -  Upload a video of yourself naming a woman who inspires you
  -  Tag **#SheLeadsTheWay** & [@CommonwealthSec](#)
  -  Nominate friends to do the same by tagging them [TheCommonwealth.org/commonwealthsec](http://TheCommonwealth.org/commonwealthsec)
-  Calling all home learning families, groups or organisations! Celebrate **#CommonwealthDay** and learn about the history of the **#Commonwealth** by downloading FREE resources, including:
  -  maps
  -  quizzes
  -  posters
  - Explore [TheCommonwealth.org/commonwealthday](http://TheCommonwealth.org/commonwealthday)

## Instagram

Use your own #SheLeadsTheWay video, or feel free to use images or video from our gallery [here](#).

### Post:

 Happy Commonwealth Day to all those celebrating across the Commonwealth today! Share photos of your celebrations using **#CommonwealthDay** and see more at [@Commonwealth\\_Sec](#)

Today, 54 independent countries celebrate Commonwealth Day under the theme **#CommonwealthDelivers** for this diverse family of nations. This year's theme was chosen because the **#Commonwealth** countries connect at many levels through extensive and deep-rooted networks of friendship and goodwill.

The Commonwealth is a voice for small and vulnerable states, and a champion for young people. Home to 2.4 billion citizens across both developing and advanced economies, the Commonwealth is 54 countries working together for prosperity, democracy and peace.

Learn more at [TheCommonwealth.org/commonwealthday](#)

**#Democracy #Diversity #Trade #GenderEquality #HumanRights #SmallStates #CommonwealthYouth #SDGs #LDCs #SDGs #Gender #SustainableDevelopment #Peace**

### Post:

Join us in celebrating women leadership across the **#Commonwealth** this **#CommonwealthDay** and **#IWD2021**!

 Upload a video of yourself naming a woman in your life who inspires you and why

 Nominate friends to do the same by tagging them

 Tag **#SheLeadsTheWay & @Commonwealth\_Sec**

Learn more at [TheCommonwealth.org/commonwealthday](#)

**#GenderEquality #HumanRights #SmallStates #CommonwealthYouth #SDGs #LDCs #SDGs #Gender #SustainableDevelopment #Peace #WomenEmpowerment #CommonwealthGender #SDGs**

## Story (Instagram or Facebook):

 Happy Commonwealth Day!

Tap **#CommonwealthDay & @Commonwealth\_Sec** to see celebrations across the **#Commonwealth**

## Story (Instagram or Facebook):

Celebrate **#CommonwealthDay & #IWD2021** by uploading a video of yourself, naming a woman who inspires you too!

Tap **#SheLeadsTheWay & @Commonwealth\_Sec** to be inspired!

### Reel:

Happy **#CommonwealthDay!** See more celebrations across the **#Commonwealth** at [@Commonwealth\\_Sec](#)

**#CommonwealthDelivers #Democracy #Diversity #Trade #GenderEquality #HumanRights #SmallStates #CommonwealthYouth #SDGs #LDCs #SDGs #Gender #SustainableDevelopment #Peace**

### Reel:

   Celebrate **#SheLeadsTheWay!**    **#CommonwealthDay & #IWD2021** by uploading a video of yourself, naming a woman who inspires you.

Tag your friends to join in & do the same! See **#SheLeadsTheWay @Commonwealth\_Sec** to be inspired by more women leader videos **#HumanRights #SmallStates #CommonwealthYouth #SDGs #LDCs #SDGs #Gender #SustainableDevelopment #Peace #WomenEmpowerment #CommonwealthGender #GenderEquality #SDGs**

## Facebook

Use your own #SheLeadsTheWay video, or feel free to use images or video from our gallery [here](#).

- Happy Commonwealth Day 🎉 to all those celebrating across the Commonwealth! Share photos of your celebrations using **#CommonwealthDay** and see more at [@CommonwealthSec](#). Today, 54 independent countries celebrate Commonwealth Day under the theme **#CommonwealthDelivers** for this diverse family of nations. This year's theme was chosen because the **#Commonwealth** countries connect at many levels through extensive and deep-rooted networks of friendship and goodwill. The Commonwealth is a voice for small and vulnerable states, and a champion for young people. Home to 2.4 billion citizens across both developing and advanced economies, the Commonwealth is 54 countries working together for prosperity, democracy and peace. Learn more at [TheCommonwealth.org/commonwealthday](https://TheCommonwealth.org/commonwealthday)  
**#Democracy #Diversity #Trade  
#GenderEquality #HumanRights  
#SmallStates #CommonwealthYouth  
#SDGs #LDCs #SDGs #Gender  
#SustainableDevelopment**

- **#SheLeadsTheWay** Join us in celebrating women leadership across the Commonwealth this **#CommonwealthDay & #IWD2021**

💡 Upload a video of yourself naming a woman in your life who inspires you and why

💡 Nominate friends to do the same by tagging them

💡 Tag **#SheLeadsTheWay & @CommonwealthSec**  
Learn more at [TheCommonwealth.org/commonwealthday](https://TheCommonwealth.org/commonwealthday)  
**#GenderEquality #HumanRights  
#SmallStates #CommonwealthYouth  
#SDGs #LDCs #SDGs #Gender  
#SustainableDevelopment  
#Peace #WomenEmpowerment  
#CommonwealthGender #SDG5**

## 4. Retweet and Share Our Messages

At any time, please re-tweet or share any posts we publish on social media celebrating **#CommonwealthDay**, women leaders or gender equality.

In your own posts, **always use the hashtag #CommonwealthDay**. Use **#SheLeadsTheWay** if sharing a women leader video. If room, also include our accounts **@CommonwealthSec** and **@PScotlandCSG**.

### Images and videos

Posts with images and videos always reach more people. Please visit [our gallery](#) to download videos, infographics and images to attach to your posts, or attach your own #SheLeadsTheWay video.

**Please note:** The images and videos are only to be used in support of Commonwealth Day on social media. Commonwealth Secretariat digital assets are the property of the Commonwealth Secretariat, which holds all rights in connection with their usage. They are for non-commercial use only and cannot be used for advertising, marketing or in ways that are inconsistent with the organisation's mission.

### Useful links

The Commonwealth Day landing page is [TheCommonwealth.org/commonwealthday](http://TheCommonwealth.org/commonwealthday).

You can find the Commonwealth Secretariat on [Twitter](#), [Facebook](#), [Instagram](#), [LinkedIn](#) and [YouTube](#), and Commonwealth Youth on [Twitter](#) and [Facebook](#).

# Video guidance

## How to record

- **Film in landscape:** film the video horizontally.
- **Centre yourself in the middle of the shot:** ensure there is space on either side of you and there is space above your head.
- **Keep the video to under one minute:** this allows use on social media.
- **Appropriate location:** choose a solid background (white preferably), no clutter or personal items in the frame.
- **Speak clearly and at a normal pace:** check there is no echo, outside noise.
- **Check your lighting:** ensure you are not backlit, there is enough light to clearly see your face and wear solid clothing.
- **Record a test video:** recording a test video will help you ensure all of the guidance is followed and the video looks and sounds good.

## What to say

- **Name a woman who has inspired you:** from teachers and doctors to ministers and mothers, this could be a woman either in your life or during COVID-19 who has inspired you for good. Explain briefly why, using a heart-warming story or a positive life outlook she has given you, for example.
- **Invite others to join in:** encourage your audience to do the same as you, mentioning the use of hashtag **#SheLeadsTheWay** and Commonwealth Secretariat if possible.
- **You could say:** "Now I invite you to name a woman who has inspired you in your life or during COVID-19. Don't forget to use hashtag **#SheLeadsTheWay** when you share your video, and follow Commonwealth Secretariat to see more inspirational videos. Let's reframe what it means to be a leader in our communities during COVID-19 and beyond, to help inspire an equal future for everyone."

# Key messages

Feel free to craft your own social media posts from the below key messages and facts.

- The Commonwealth is a family built around our shared values and history. We have a shared ambition and vision for a more prosperous and equal world; we collaborate for a common good and are committed to our strategic objectives and the achievement of the SDGs.
- COVID-19 has challenged all Commonwealth countries, but we remain hopeful that we will emerge stronger and more committed to our values than before. In 2020 we have achieved progress in tackling climate change, strengthening democracy, protecting our oceans and supporting gender equality.
- In 2021, the Commonwealth will strive for connection, transformation, innovation and a renewed vision for a world that delivers a common future and serves a common good.
- Young people (over one billion in the Commonwealth) give us hope and will help us deliver our promise of a better world.
- The International Women's Day 2021 theme offers us a great opportunity to celebrate women in our communities who are providing leadership in the time of Covid-19.
- Across every sphere, from health to the economy, security to social protection, the impacts of COVID-19 are exacerbated for women and girls simply by virtue of their sex.
  - Women tend to earn less and have fewer savings.
  - Women work more in the informal economy and have less access to social protections.
  - Women are more likely to be burdened with unpaid care and domestic work, and therefore have to drop out of the labour force.
  - Women make up the majority of single-parent households.
  - #SheLeadsTheWay is a great opportunity to celebrate women in our communities who are providing leadership in the time of Covid-19. It is an opportunity for people to nominate a woman in their community who has shown leadership during Covid-19 or in their lives.

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