

# Social Media Toolkit

Announcing the winners 2018



# HER ABILITIES AWARD

PLEASE DON'T SHARE UNTIL 3<sup>rd</sup> DECEMBER

## **ABOUT THE AWARD**

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Her Abilities is the first global award honouring the achievements of women with disabilities and was initiated by Right Livelihood Award winner Yetnebersh Nigussie as well as Light for the World. With this award we aim to put the spotlight on women with disabilities who have achieved greatness in their life and field of work.

## **COMMUNICATION GOAL SOCIAL MEDIA**

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After receiving 359 nominations highlighting the stories of 158 women from 52 countries all over the world, we aim to generate some buzz around the three winners from the categories Health & Education, Rights & Arts, Culture and Sports.

## **HASHTAGS**

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#herabilities, #99abilities #WorldDisabilityDay

## **TWITTER HANDLES**

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### LIGHT FOR THE WORLD

@lftwworldwide

@YetnebershLFTW

### MEDIA PARTNERS

@ablemag

### JURY

Shantha RAU BARRIGA: @ShanthaHRW

María SOLEDAD CISTERNAS REYES: @Disability\_SE

Haben GIRMA: @HabenGirma

Theresia DEGENER: @TheresiaDegener

Judy HEUMANN: @judithheumann

Ninia LAGRANDE: @NiniaLaGrande

## WINNERS

Toyin Janet ADEREMI: @Wheeliedr

## SAMPLE POSTS CELEBRATING WINNERS

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Today @lftworldwide and @Yetnebersh\_LFTW announce the winners of the #herabilities award: Ashrafun Nahar, Toyin Janet Aderemi and Musola C. Kaseketi. An amazing acknowledgement of what women w/ disabilities are capable of. Congratulations! [bit.ly/2rbBS1e](https://bit.ly/2rbBS1e)

[<insert video "Yetnebersh Nigussie announces Her Abilities winners">](#)

### Winner Rights: Ashrafun Nahar

Ashrafun Nahar is the #herabilities award winner 2018 in the category Rights. Congratulations! "We deserve prosperity like anyone else" is her message to women with disabilities. Find out more about her: [bit.ly/2BEjrZv](https://bit.ly/2BEjrZv)

[<insert pic #herabilities Ashrafun Nahar quote>](#)

Women's rights advocate Ashrafun Nahar is the winner of the #herabilities award in the cat. Rights - which was initiated by @lftworldwide and @Yetnebersh\_LFTW. Get to know Ashrafun and #herabilities: [bit.ly/2BEjrZv](https://bit.ly/2BEjrZv)

[<insert pic #herabilities Ashrafun Nahar winner rights>](#)

### Winner Arts, sports and culture: Musola Catherine Kaseketi

Musola C. Kaseketi, the 1st Zambian female filmmaker, is the winner of the #herabilities award in Arts, Culture & Sports. "I was inspired by her story, her strength and perseverance and the educational spirit", says jury member M.Doumbia. Find out more: [bit.ly/2KEY790](https://bit.ly/2KEY790)

[<insert pic #herabilities Musola Catherine Kaseketi winner arts >](#)

Filmmaker Musola C. Kaseketi from Zambia is the winner of the #herabilities award. "You are just like any other woman", she says. Thanks for raising your voice for women w/ disabilities through your art. All about her: [bit.ly/2KEY790](https://bit.ly/2KEY790)

[<insert #herabilities Musola Catherine Kaseketi quote >](#)

### Winner health & education: Toyin Janet Aderemi

*Disability inclusion consultant Toyin Janet Aderemi @wheeliedr from Nigeria is the winner of the #herabilities award in Health & Education. The award was initiated by @lftworldwide and aims to honour the achievements of women w/ disabilities. All info: [bit.ly/2Bck3OW](https://bit.ly/2Bck3OW)*

[<insert pic #herabilities Toyin Janet Aderemi winner healt&education >](#)

"Do not allow others to determine what you can do and what you can attain" @wheeliedr. Toyin Janet Aderemi wins the #herabilities award in Health &

Education. All info on the winners and the award initiated by @lftwordwide & @Yetnebersh\_LFTW here: [bit.ly/2Bck3OW](https://bit.ly/2Bck3OW)

[<insert pic #herabilities\\_Toyin-Janet-Aderemi\\_quote >](#)

## **SAMPLE POSTS CELEBRATING SUCCESS OF THE AWARD**

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The #herabilities award initiated by @Yetnebersh\_LFTW received 359 nominations from 52 countries all over the world – what a fantastic way to honour all the amazing women with disabilities out there. Find out all about the winners here: [www.her-abilities-award.org](http://www.her-abilities-award.org)

Who is the jury of the #herabilities award - the @lftwordwide initiative to honour women w/ disabilities? Find out more about @ShanthaHRW, @Disability\_SE, @HabenGirma, @TheresaDegener, @judithheumann, @NiniaLaGrande (a.o.) [www.her-abilities-award.org/jury](http://www.her-abilities-award.org/jury)

Switzerland, Germany, Belgium, Mozambique, Burkina Faso, Austria, UK, Bolivia, Ethiopia, Vietnam, India, Norway, Cameroon, Kenya and the United States – the #herabilities award received nominations from all over the world. Who will you nominate next year?

[<insert image #herabilities\\_facts>](#)

158 women were nominated for the #herabilities award, initiated by @lftwordwide and @rla\_foundation winner @Yetnebersh\_LFTW. 158 stories, each of which represents an amazing woman w/ disabilities out there. Together we'll raise our voices to change the world for disabled women.

[<insert video #herabilities\\_facts\\_video>](#)

We are looking forward to the #herabilities award 2019. Nominations open again on #internationalwomensday 8<sup>th</sup> March. Stay tuned via [www.her-abilities-award.org](http://www.her-abilities-award.org)

[<insert pic #herabilities 2019>](#)

## **PHOTOS/VISUALS/VIDEOS**

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Photos/material available here:

<https://drive.google.com/drive/u/0/folders/1miarThMeNPS0efl6zsMzOOi7GA2x5Xkr>

## **WEBSITES**

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[www.her-abilities-award.org](http://www.her-abilities-award.org)

[www.light-for-the-world.org](http://www.light-for-the-world.org)