



# Graduate Women International Social Media Toolkit

## World Teachers' Day 2020

5 October 2020

### Introduction

Every year, Graduate Women International (GWI) joins the international community in celebrating World Teachers' Day (WTD). Since 1994, WTD celebrates the anniversary of the signing of the [1966 ILO/UNESCO Recommendation concerning the Status of Teachers](#), which set forth the rights and responsibilities of teachers as well as their standards of employment and work. WTD further commemorates the adoption of the [1997 UNESCO Recommendation concerning the status of higher-education teaching personnel](#), which sets forth the rights and responsibilities of higher education teaching and research personnel.

### World Teachers' Day 2020 "Teachers: Leading in crisis, reimagining the future".

WTD provides an annual occasion to take stock of achievements and raise awareness around challenges facing teachers and their role in achieving global education targets. This year WTD will be celebrated with the theme, **"Teachers: Leading in crisis, reimagining the future"**, which highlights both the unprecedented challenges of the COVID-19 pandemic in the world of education and the key role of teachers in building resilience and shaping the future of education and the teaching profession in times of crises and beyond.

While exacerbating difficulties where education systems were already severely constrained, this crisis has also imposed quick and drastic adaptations and revisions in the way teachers teach and work. As highlighted by UNESCO, *"while the topic of leadership has been somewhat neglected, the issue of teacher leadership in relation to crisis responses is now critical in terms of the contributions teachers have recently made to provide remote learning, support vulnerable populations, re-open schools, and ensure that learning gaps in the curriculum are being mitigated"*. (1)



Throughout this crisis, GWI has been inspired by the leadership, creativity, resilience and innovation demonstrated by teachers worldwide. Without time to prepare or prior warning, teachers have adapted curriculums and lessons to various means of communication available to their students. In many low-income countries, where access to reliable electricity services, telephone and internet networks is often scarce, teachers have supplied their students with take-home learning resources and materials. Some teachers, concerned with the detrimental consequences of unequal access to learning resources in this time of crisis, and the extreme pressure put on the teaching community as a result, have shared their lesson plans and materials online for the benefit of all. Too often, without the guidance of educational authorities, teachers around the world have shown incredible creativity and collaborative spirit by independently creating support groups and communities of practice to help and support each other in their collective efforts to keep their students learning through this unprecedented period.

**On WTD 2020, GWI celebrates teachers' inspiring resilience, leadership and their driving force in the empowerment of all women and girls through education at the highest level.**

# Teachers are key actors for the achievement of the 2030 Agenda for Sustainable Development

The Sustainable Development Goal (SDG), 4, on ensuring inclusive and equitable quality education and promote lifelong learning opportunities for all, recognises teachers (Target 4.c) as key to the achievement of the 2030 Education Agenda.



In order to leave no woman or girl behind, overarching goals, commitments and monitoring tools interconnected with the SDGs, must be created and promoted worldwide as a means to harmonize communities, governments, nongovernmental organizations and other stakeholders into action.

Learn more about the link between the [GWI Resolutions \(1995-2020\)](#), [Beijing Platform for Action 12 Critical Areas of Concern and Sustainable Development Goals \(SDGs\) HERE.](#)

## Join GWI in celebrating teachers' leadership and transformative power! It's Time for Action!

GWI encourages all members, partners and friends to celebrate WTD. FOLLOW, PARTICIPATE and SHARE the GWI social media campaign that will offer three daily posts for Facebook, Twitter and LinkedIn each aimed to raise awareness, galvanize support, and highlight the vital contribution of teachers around the world in upholding women's and girls' rights to education at the highest level.

**We encourage the download and global sharing, on all platforms, of these ready-to-use social media graphics.**

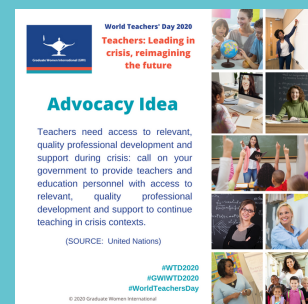
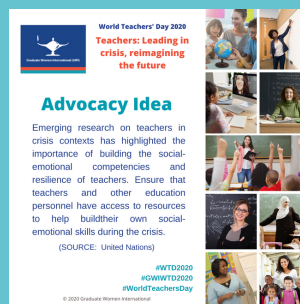


# TIME FOR ACTION!

## GWl 2020 READY-TO-USE ADVOCACY MATERIALS

### GWl 2020 World Teachers' Day Social Media Graphics

To download posts individually, click on the post of your choice.



**Click HERE to download the full GWl WTD Day Social Media Graphics pack**





# GWl - Canadian Women for Women in Afghanistan Social Media Graphics

GWl is also partnering on this day with Canadian Women for Women in Afghanistan (CW4WAfghan) who has been working for 21 years to improve access to quality education and opportunity for women and girls in Afghanistan, as a means to support their empowerment to live with dignity, security and purpose.

To mark WTD 2020, CW4WAfghan is asking educators, students, and community members across Canada and across the world to **record messages of 15-20 seconds, declaring why they believe education is a human right, and to post these to social media with the hashtags, #EducationIsARight and #CW4WAfghan.**

*To download the GWl-CW4WAfghan posts individually, click on the post of your choice.*



**[Click HERE to download the full GWl-CW4WAfghan Social Media Graphics pack.](#)**



# GWJ 2020 WTD Social Media Banners

To download each of the ready-to-use social media banners individually, click on the post of your choice below

[Click HERE to download the full GWJ WTD Social Media Banners pack](#)



## World Teachers' Day 2020

TEACHERS: LEADING IN CRISIS,  
REIMAGINING THE FUTURE

As the leading graduate women's organisation globally, Graduate Women International (GWI) recognises and celebrates teachers, professors and educators as leaders, role models and builders of a more sustainable future for all.

CHANGE STARTS WITH US AND IT STARTS TODAY:  
JOIN OUR INTERNATIONAL NETWORK OF WOMEN AND GIRLS' EDUCATION CHAMPIONS

#WTD2020 #GWIWTD2020 #WorldTeachersDay

On World Teachers' Day 2020, GWJ celebrates teachers' resilience, leadership and contribution to the empowerment of all women and girls through education at the highest level

GWJ Proud Member Banner: GWJ recognises and celebrates teachers, professors and educators as leaders, role models and builders of a more sustainable future for all.



Teachers: Leading in crisis, reimagining the future

On World Teachers' Day 2020, GWJ celebrates teachers' resilience, leadership and contribution to the empowerment of all women and girls through education at the highest level.

#WTD2020 #GWIWTD2020 #WorldTeachersDay

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Teachers: Leading in crisis, reimagining the future

On World Teachers' Day 2020, GWJ celebrates the work of all dedicated teachers around the world who continue to strive every day to ensure that quality education and lifelong learning opportunities become a reality in every corner of the globe.

#WTD2020 #GWIWTD2020 #WorldTeachersDay

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" A good teacher can inspire hope, ignite the imagination and instill a love of learning"-  
Brad Henry



Teachers: Leading in crisis, reimagining the future

" A good teacher can inspire hope, ignite the imagination and instill a love of learning"- Brad Henry

Join GWJ in celebrating all teachers around the globe on World Teachers Day!

#WTD2020 #GWIWTD2020 #WorldTeachersDay

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# SOURCES AND LINKS

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(1) <https://en.unesco.org/commemorations/worldteachersday>

(2) <https://en.unesco.org/sites/default/files/wtd-2020-concept-note-en.pdf>

(3) <https://sdgs.un.org/goals>

(4) <https://graduatewomen.org/wp-content/uploads/2020/04/Copy-of-CSW64-Handout-US-Letter-Format.pdf>

Other links:

[www.graduatewomen.org](http://www.graduatewomen.org)

[www.cw4wafghan.ca](http://www.cw4wafghan.ca)

[www.fcfdu.org](http://www.fcfdu.org)

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## About GWI

Graduate Women International (GWI) is a membership-based international Non-Governmental Organisation (NGO) located in Geneva, Switzerland, with presence in some 60 countries with our National Federation and Associations (NFAs) and Independent Members. Founded in 1919, GWI is the leading girls' and women's global organisation advocating for women's rights, equality and empowerment through access to quality education and training up to the highest levels. GWI is in special consultative status with ECOSOC since 1947 and maintains official relations with United Nations Educational, Scientific and Cultural Organization (UNESCO) and the International Labour Organisation (ILO).

GWI operates with a small yet dedicated staff consisting of an Executive Director, a Junior Office Administrator, and a host of committed interns and volunteers. Additionally, our work is possible with the support of our tireless Board of Directors.



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Empowering women and girls through lifelong education for leadership, decision-making and peace. GWI, formerly IFUW, is in special consultative status with ECOSOC since 1947 and is an NGO maintaining official relations with UNESCO and ILO.

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