





SOCIAL MEDIA

Menstruation matters *to everyone, everywhere*

↑
THEME FOR 2016!

WHERE YOU FIND US:

-  www.menstrualhygieneday.org
-  www.facebook.com/menstrualhygieneday
-  @MHday28May
-  #menstruationmatters
-  info@menstrualhygieneday.org

ABOUT 28 MAY- MENSTRUAL HYGIENE DAY

On Menstrual Hygiene Day (MH Day) we break the silence and build awareness about the fundamental role that good menstrual hygiene management (MHM) plays in enabling women and girls to reach their full potential. Menstrual Hygiene Day is a global platform for everyone, everywhere to engage in action and advocacy to break taboos and negative attitudes around menstruation.

4 EASY WAYS TO SUPPORT ON SOCIAL MEDIA:

1

JOIN THE TWITTER CHAT on 5th MAY

Organized by DAYS FOR GIRLS INTERNATIONAL!

The message for the TweetChat is that #ItsaboutTime to talk menstruation! And to help people understand how menstruation impacts time for women in the US and around the globe.

Mark your calendar:
May 5th,
2:00-3:00 pm EST
= 8-9 pm MESZ

Additional tags are:
#itsabouttime
#5MoreDays

2

CREATE A BADGE FOR YOUR PROFILE PIC!

1. Go to: <http://twibon.com/support/menstrual-hygiene-day>
2. Use your FB profile or upload another image
3. Confirm upload to Facebook or Twitter
4. Ask friends to do alike!



NICE!

3

PRINT, TEXT & SHARE YOUR STATEMENT!

HOW can:
"EVERY DAY
be a
GOOD DAY"

1. Chose between a filled-out form or an empty one
2. Write your text
3. Take a picture & share it online
4. Ask friends & colleagues to do alike!
5. Send it to us via FB/ Twitter or email



5

USE AND SHARE MATERIALS

We have created content for social media

- images
- FB /Twitter banner

You can use those, or create your own by using the formats in the download.

-> Read more on the next page.

Download:
www.menstrualhygieneday.org/materials



SAMPLE TWEETS

#MenstruationMatters for everyone everywhere!
Celebrating #MenstrualHygieneDay on May 28.
<http://bit.ly/23K0Hkq>. (ADD IMAGE)

Every day can be a #goodday, if girls can attend school during their #period. #MenstruationMatters #mhday (ADD IMAGE or <http://bit.ly/23K0Hkq>)

#MenstruationMatters for the #SDGs: for achieving #health #education #WASH #genderequality #work #sustainability.

More than 380 organisations worldwide have joined the #MHDpartner network. RT if you're one of them! #MenstruationMatters

Every day can be a #goodday! #MenstruationMatters everyday for everyone everywhere #mhday <http://bit.ly/23K0Hkq>.

#Menstruationmatters
#Menstruation
#MHDday

#GOOD DAY PERIOD STORIES



EVERY DAY
can be a
GOOD DAY

What do you do to help your friends, wives and daughters to have a #goodday in relation to menstruation?

Submit your story online or via twitter /facebook!



Why can every day be a good day for you?



USE EXISTING OR CREATE YOUR OWN MATERIALS!

Option 1: Use existing materials



Option 2: Combine the text with your image



Add your text here!

Option 3: Overlay text on your image



Add your logo and any further text below!

DOWNLOAD: www.menstrualhygieneday.org/materials

SOCIAL MEDIA

MORE IDEAS? simply write us: info@menstrualhygieneday

NEWS - NEWS - NEWSLETTER!

Menstrual Hygiene Day Secretariat releases a newsletter every 2-3 months full with news, a selection of recent publications, upcoming events and more!