**Social Content**

When Her Best Foot Forward is in “active selling” mode – and we will advise you as to this – we ask that you post at least twice a week on Instagram, Twitter, and/or Facebook. We have an album of images from which you can choose – and have provided some sample posts below. Be sure to connect your social channels with ours as we need to track Collegiate Ambassador interaction with the brand.

Don’t worry; while we hope you will represent yourself and this important social venture well, time and energy focused on this effort won’t permit us to go rifling through your accounts…we’ll only be tracking posts where you are tagging one of our channels – **so please be sure to do that so that your posts receive “credit” towards your requirements…thanks!**

* Instagram: herbestfoot
* Twitter: @herbestfoot
* Facebook: HerBestFootForward

**WATER RELATED CONTENT**

#WalkWithUs 2000 mothers lose a child 2 diarrhea caused by lack of access 2 clean water/sanitation; nearly 1 in 5 deaths of children >age5 Rwater-related

#HerBestFoot H2O diseases like diarrhea are responsible for 272 million missed school days each yr; >1/2 the missing are girls

#WalkWithUs Handwashing alone can reduce the risk of diarrheal disease by up to 47%

World Bank says handwashing=most cost-effective health intervention available; game-changer #HerBestFoot

Hand-washing is key to eliminating extreme poverty #WalkWithUs

> half of girls who drop out do so bc of lack of separate toilets and safe water #HerBestFoot

#WalkInHerShoes In Africa women R H2O collectors. Carry H2O weighing 30+lbs 4miles/get permanent skeletal damage

Girls who carry heavy H2O loads suffer back and spine problems & poor pelvic development =ing dangerous pregnancy. #HerBestFoot

In Tanzania <44% of hospitals have safe H2O/sanitation; 390 (of 100,000) women die in pregnancy #WalkWithUs

4older girls, lack of sanitation/washing facilities means no school while menstruating=missed school days #WalkWithUs

Females w/out a toilet spend 266 million hours each day looking 4a place 2Go2 the bathroom #WalkWithUs

Ave daily walk for women/girls searching for H2O is nearly 4 miles; no time 4: school/play/other meaningful work #HerBestFoot

Being needed to collect water is another reason why poor girls drop out of school, sealing their fate: no h2O; no education #HerBestFoot

The sub-Saharan Africa domino effect: no bathrooms=sick employees=no work=poor economy #HerBestFoot

The closer the water/the better school attendance/the stronger the girl! #WalkWithUs

Water 15minutes closer to girls’ homes increases their school attendance by 12% #WalkWithUs

With clean water and accessible toilets, girl school enrolment rates increase by over 15% #HerBestFoot

In almost 90% of rural households without water, women & girls R the collectors. Girls 2x as likely as boys to be responsible #WalkWithUs

Women’s views R rarely addressed regarding toilets, sanitation programs and projects #WalkWithUs

If latrines exist, emptying them often falls on the shoulders of poor women; the labor conditions appalling #WalkInHerShoes

Share a toilet/risk your life: women and girls at risk in sub-Saharan Africa. Lack of dignity/safety/health: #WalkInHerShoes

1 in 3 women worldwide risk shame/disease/harassment/attack with no place to go to the toilet #WalkInHerShoes

Access 2 H2O & sanitation reduces risk of sexual harassment/assault while gathering water #WalkWithUs

Prisoners of daylight/victims of abuse/prey 4 human traffickers = women and girls w/out sanitation #HerBestFoot

In Africa, women spend 40 billion hours annually walking to find water – equal to an entire year’s labor by France’s workforce #HerBestFoot

Toilet construction/mgmt programs providing income often presume that only men are suited for them #HerBestFoot

Clean water access means time to focus on food, income, education…opportunity! #ReducePovertyStepByStep

For every $1 spent on water and sanitation, a $4 economic development gain is achieved #ReducePovertyStepByStep

In sub-Saharan Africa, women produce up to 80% of basic foods: w/out burden of water collection, yields can increase by 20-30% #ReducePovertyStepByStep

Lack of clean water/sanitiation costs sub-Saharan Africa around 5% of GDP annually #ReducePovertyStepByStep

Hours spent collecting water reduce time women can spend earning money, growing food or caring for their families #ReducePovertyStepByStep

Water/sanitation more effective and sustainable with women’s involvement #SoSheCanLead

The availability of water can be used to start or expand small enterprises and thus increase disposable household income. #HerBestFoot

**EQUALITY AND EMPOWERMENT WOMEN AND GIRLS CONTENT**

World Bank: 122 H2O projects evaluated: effectiveness of project 6-7x higher with women involved #SoSheCanLead

Women in the labor force means earnings are associated with reduced poverty and faster growth; benefiting society as a whole #WalkWithUs

#WalkWithUs 2 increase employment & educational opportunities 4women & girls

Every day, 39K girls R forced into early marriage #WalkInHerShoes

#HerBestFoot Women work 2/3 of the world’s hrs yet earn 1/10 of the world’s $

1 in 4 women is physically or sexually abused during pregnancy #WalkWithUs

Lack of economic empowerment imperils growth & positive education/health outcomes for kids #WalkWithUs

27 girls under 18 R married every minute #HerBestFoot

From the moment she is born a girl's health & chance 2live life 2her fullest potential R limited bc of her gender #HerBestFoot

MDGs relating to water can’t likely be achieved unless gender perspectives are integrated #SoSheCanLead

**HEALTH CONTENT**

#WalkWithUs Young women make up 72% of all the young people living with HIV in sub-Saharan Africa

Pregnancy and childbirth-related complications R leading causes of death of girls aged 15-19 #WalkWithUs

Women R more likely than men 2 suffer from malnutrition #WalkWithUs

Women R more likely than men 2 acquire HIV #WalkWithUs

Annually 266K women die of cervical cancer; most in developing countries #WalkInHerShoes

Motherless children R 10x more likely 2 die w/in 2 yrs of their mothers death #WalkInHerShoes

#HerBestFoot 289K women die from pregnancy & childbirth-related complications each yr; 99% of these occur in developing countries

Women in power=greater opportunities 4 girls' education, health & equality #HerBestFoot

#WalkInHerShoes Eliminate gender-based violence & child, early, & forced marriage and female genital mutilation

Improving women's lives improves their communities #SoSheCanLead

2/3 of the world's 880 million illiterate adults r women #HerBestFoot

In Africa, girls R abducted 4 marriage, causing them 2b reluctant 2 walk the far distances 2school #HerBestFoot

Child brides r at high risk of being abused, contracting HIV & other diseases, & dying while pregnant or giving birth #WalkWithUs

**EDUCATION CONTENT**

Y do girls drop out? Child Marriage #HerBestFoot

Y do girls drop out? School Fees #WalkWithUs

Y do girls drop out? Sexual Violence #WalkWithUs

Y do girls drop out? Sexual Violence #WalkWithUs

#HerBestFoot 2 out of 3 illiterate people R women

Girls completing primary&secondary ed r likely 2 earn income, have fewer pregnancies & break out of poverty #HerBestFoot

In Africa, boys R 1.55 times more likely 2 complete secondary education than girls. #WalkWithUs

Educated women R healthier, earn more, have fewer children, & provide health care & ed 2their kids #HerBestFoot

More than 70% of the 125 million kids who don't have a school 2 attend R girls #HerBestFoot

Illiterate mothers r more likely 2 c their children die b4 their fifth birthday than their literate peers #WalkWithUs

Educated girls have healthier children, earn more $ and is more likely 2 send her own kids 2 school #HerBestFoot

24 out of26 countries where girls r more likely 2 marry b4 age 18 than 2 enroll in secondary school r located in Africa #HerBestFoot

Girls who complete secondary school r 6 times less likely 2 become child brides #HerBestFoot

4 every yr of school completed, a woman's earnings rise 10-20% #HerBestFoot

Children w/educated mothers R twice as likely 2go2 school #HerBestFoot

The recent increases in women's education has prevented more than 4 million child deaths #WalkWithUs

Some countries lose more than $1B a yr by failing 2educate girls 2 the level of boys #HerBestFoot

Many girls aren't educated bc they can’t afford a school uniform #WalkWithUs

If the journey 2school & the school environment Rnot safe, parents won’t enroll their girls #HerBestFoot

A child born 2a literate mother is 50% more likely 2 survive past age of 5 #WalkWithUs