

25th - 29th September

# CHOICE WEEK

Celebrating the transformative  
power of reproductive choice

Social Media Toolkit



@MSIChoices



@MSIChoices



@MSIReproductiveChoices



@MSI\_Reproductive\_Choices



# Here are 3 ways you can ask your communities to get involved:

1

## **LEARN more about choice**

Visit MSI's 'Choice Week' [webpage](#) to find out more about the transformative power of choice. When we're informed about our reproductive health and our rights, we can use our voice to advocate for choice.

2

## **SHARE on social media**

Join the conversations happening in your community and online around reproductive rights, choice and advocacy, and use the hashtag #StandForChoice. Each of us can make an impact by sharing a story, a retweet, distributing resources or simply talking to our loved ones about the importance of choice.

3

## **SUPPORT global reproductive access**

Help people access the care they need by supporting a local or global reproductive health provider or abortion fund. This may be in the form of a one-off or monthly donation or simply sharing information about the organisation with your community.

#STANDFORCHOICE

**CHOICE**  
**WEEK**

The logo for Choice Week features the words "CHOICE" and "WEEK" in a bold, sans-serif font. "CHOICE" is in purple and "WEEK" is in pink. A hand with a yellow and green striped sleeve is holding a sign that says "#STANDFORCHOICE". The sign is tilted and has a white background with purple text. The hand is also holding a purple arrow pointing upwards and to the right, which is integrated into the "CHOICE" text.



# Suggested Instagram Post:

[Click here to access visual files](#)



## Suggested Caption:

We're proud to join @msichoices in celebrating Choice Week 2023!

For the next week, our global pro-choice community will highlight and celebrate the transformative power of reproductive choice, whilst marking two global days:

- ✦ #WorldContraceptionDay on September 26th
- ✦ #InternationalSafeAbortionDay on September 28th

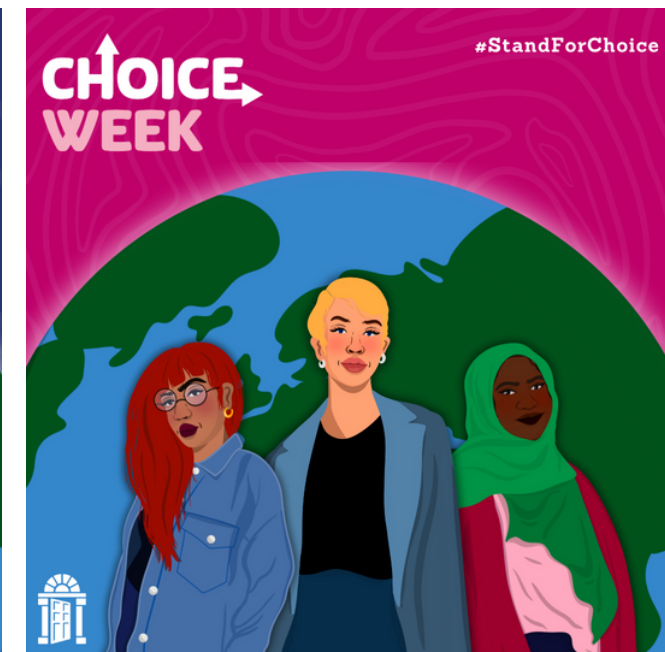
In Choice Week, we show that reproductive choice protects health, saves lives, and lets individuals determine their own futures. Choice supports access to education and enables women to lead, helping to build a more equal and resilient world for everyone.

We're taking a moment to celebrate our community - and we want you to join us! Here's how:

- 1 - Use the hashtag #StandForChoice and share why you support, protect or provide reproductive choice .
- 2 - Learn more about Choice Week and how you can get involved via MSI's Choice Week page via the link in their bio.
- 3 - Follow @msichoices who'll be sharing information, inspiration and insights on the transformative power of reproductive choice and all the opportunities that choice brings to individuals and communities around the world.

Together we can ensure that everyone has the right to choose!

## Suggested Visuals:



# Suggested Tweets:

[Click here to access visual files](#)



1

## Suggested Caption:

Today we're joining @MSIchoices in celebrating the start of #ChoiceWeek! 🎉 Every year, for Choice Week, we celebrate the power of reproductive choice, showing why abortion and contraception are essential.

Join us to #StandForChoice, find out how:

<https://bit.ly/469jvM3>

2

Today marks the start of #ChoiceWeek 🎉 with #WorldContraceptionDay on the 26th Sep and #InternationalSafeAbortionDay on the 28th Sep.

Join us to #StandForChoice, and take our three actions to support reproductive choice for everyone who needs it:

<https://bit.ly/469jvM3>

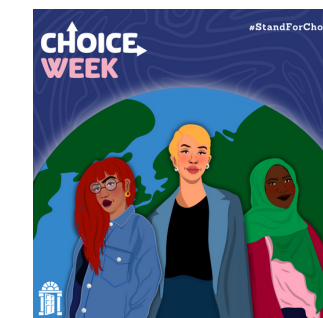
3

Today marks the start of #ChoiceWeek! 🎉

Despite global attacks on reproductive choice, reproductive rights are moving forward. We invite our partners, colleagues, and the global community to join us in celebrating this progress! #StandForChoice

<https://bit.ly/469jvM3>

## Suggested Visuals:





# Suggested LinkedIn Posts:

[Click here to access visual files](#)



1

## Suggested Caption:

Today, we're joining @MSI Reproductive Choices in celebrating the beginning of #ChoiceWeek! 🎉

With World Contraception Day and International Safe Abortion Day both landing in the same week, each year, we dedicate this week to the transformative power of reproductive choice.

It's a week of reflection, learning and action. It's a moment to be bold. It's time to #StandForChoice

Read more about choice on our website, and take our three actions to support reproductive choice for everyone who needs it: <https://bit.ly/469jvM3>

2

Today, we're joining MSI Reproductive Choices in celebrating the beginning of #ChoiceWeek! 🎉

Choice Week marks World Contraception Day on Tuesday 26th September, as well as International Safe Abortion Day on Thursday 28th September. However, in the same week, we also see the start of 40 Days for Life – a global campaign against the right to abortion, where anti-choice protestors in countries including the UK, US, Mexico, Australia, and many more gather outside abortion clinics to intimidate those providing and accessing abortion care. It's a clear reminder that reproductive choice can never be taken for granted.

Despite these attacks, globally, reproductive rights are moving forward – so this Choice Week let's celebrate that progress and #StandForChoice

<https://bit.ly/469jvM3>

## Suggested Visuals:



# Suggested Facebook Post:

[Click here to access visual files](#)



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## Suggested Visuals:





**CHOICE**  
**WEEK**



# #StandForChoice #ChoiceWeek

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 @MSIReproductiveChoices

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