



## This week, Georgetown University and The Rockefeller Foundation Unveiled a Global Roadmap for Gender Equality

The new [Beijing +25: Accelerating Progress for Women and Girls](#) report serves as a roadmap to advance global gender equality. The strategy for accelerating progress includes: (1) resetting gender norms; (2) bridging gaps between law and practice; (3) countering backlash to gender equality; (4) fostering democratic inclusion and accountability; and (5) harnessing technology as a means to empower women and girls.

### Our Ask

As we mark the 25th anniversary of the UN Fourth World Conference on Women, which took place in Beijing, China, we hope you will join us in sharing messages from this new report. Since 1995, there have been some important gains for women and girls, yet major inequalities persisted, only to be exacerbated by the Covid-19 pandemic. We'll examine this in a livestream, and provide social graphics/copy below for your help in generating questions & a live audience.

Campaign hashtag (please include in all posts):

- **#Beijing25Roadmap**

Other relevant hashtag:

- #RFBreakthrough

Follow the links below to jump straight to your preferred page:

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## Relevant Links

- [Link to Report Landing Page](#)
- [Social Graphics](#)

## The Rockefeller Foundation on Social



- Twitter: [@RockefellerFdn](#)
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- Instagram: [@rockefellerfdn](#)
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## The Georgetown Institute for Women, Peace and Security on Social

- Twitter: [@giwps](#)
- Facebook: [@GIWPS](#)
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- LinkedIn: [@georgetown-institute-for-women-peace-and-security/](#)

[Twitter Copy & Graphics](#) (click below images to download)

## Report Launch

<p>NEW: Bold recommendations to accelerate progress for women &amp; girls, drafted by @giwps @RockefellerFdn &amp; @HillaryClinton along w/ 25 former presidents, foreign ministers &amp; activists. #Beijing25Roadmap—The road to gender equality involves all of us: <a href="http://bit.ly/Beijing25Roadmap">http://bit.ly/Beijing25Roadmap</a></p>	 <p><a href="#">Download Image Here</a></p>
<p>Today we release the #Beijing25Roadmap. Relying on the wisdom of women from every sector, @giwps @RockefellerFdn &amp; @HillaryClinton outline critical challenges facing women and offer strategies for the way forward: <a href="http://bit.ly/Beijing25Roadmap">http://bit.ly/Beijing25Roadmap</a></p>	 <p><a href="#">Download Image Here</a></p>

## Livestream

Do you have a question about the road to gender equality?

1 Submit it [HERE](#) for our panelists ↓

2 Tune in to hear the answers during our #RFBreakthrough conversation, Wed, 9/16 at 11 AM ET.

#Beijing25Roadmap

<http://bit.ly/RFBreakthroughw>



[Download Image Here](#)

Post the question sourcing graphic between September 10-14 by 5 pm ET.

WATCH: The way forward for gender equity involves us all. @MajalOrg's @ealshafei, @Google's @MalikaSaadaSaar, & @SheLovesTechOrg's Virginia Tan are discussing the #Beijing25Roadmap for how to get there & the role of #tech.

July 17 9/16 | 11am ET:

<http://bit.ly/RFBreakthroughw>

#RFBreakthrough





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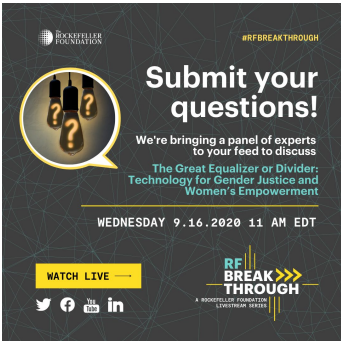
Post the live-stream tune-in graphic between September 14-15 by 5 pm ET.

## Instagram Copy & Graphics (click below images to download)

### Report Launch

<p>Today, @georgetown_wps, @RockefellerFdn, &amp; @hillaryclinton present a map to achieve gender equality. This updated #Beijing25Roadmap addresses today's pressing challenges, from climate justice to unpaid care burdens to increasing backlash against gender equality. Our time is now. (Link in bio)</p> <p><a href="http://bit.ly/Beijing25Roadmap_IG">http://bit.ly/Beijing25Roadmap_IG</a></p>	 <p><a href="#">Download Image Here</a></p>
<p>Today we release the #Beijing25Roadmap, building on the Beijing Platform for Action.</p> <p>Relying on the wisdom of women from every sector, @georgetown_wps, @RockefellerFdn, &amp; @hillaryclinton have compiled a report outlining gaps in progress since 1995 &amp; strategic levers for the way forward. Read it at the link in bio.</p> <p><a href="http://bit.ly/Beijing25Roadmap_IG">http://bit.ly/Beijing25Roadmap_IG</a></p>	 <p><a href="#">Download Image Here</a></p>



### Livestream

<p>When you hear the phrase "gender equity", are you left with questions regarding how, who, and when?</p> <ol style="list-style-type: none"><li>1 Submit a question to our expert panelists</li><li>2 Tune in to the #RFBreakthrough conversation on the #Beijing25Roadmap for their answers. 9/16, 11 AM ET.</li></ol> <p><a href="http://bit.ly/RFBreakthroughig">http://bit.ly/RFBreakthroughig</a></p>	 <p><a href="#">Download Image Here</a></p> <p><i>Post the question sourcing graphic between September 10-14 by 5 pm ET.</i></p>
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How do we reset gender norms, bridge gaps between law and practice, counter backlash to gender equity, foster democratic accountability, and harness technology for good? We're discussing gender equity and #tech during the next #RFBreakthrough livestream about the new joint #Beijing25Roadmap for gender equity from @georgetown\_wps, @RockefellerFdn, & @hillaryclinton.

Meet our panelists: Esra'a Al Shafei, Founder of Mahal, Malika Saada Saar, Senior Counsel on Civil and Human Rights at Google, and Virginia Tan, Co-founder and former President of Lean In China.

Tune in  9/16 |  11am  
<http://bit.ly/RFBreakthroughig>



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*Post the live-stream tune-in graphic between September 14-15 by 5 pm ET.*

**LinkedIn Copy & Graphics** (click below images to download)

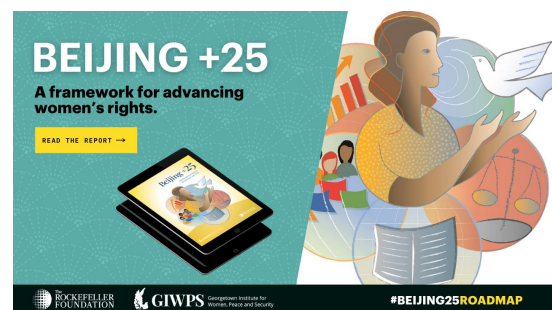
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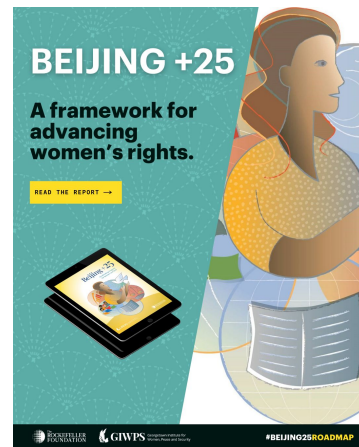
Report Launch

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[Download Image Here](#)

We must erase gender inequities that Covid-19 has so vividly and irrefutably, exposed. Today, @giwps @RockefellerFoundation & @HillaryClinton present a roadmap to finally overcome obstacles to gender equality. Take a look ↓ [http://bit.ly/Beijing25Roadmap\\_FB](http://bit.ly/Beijing25Roadmap_FB)

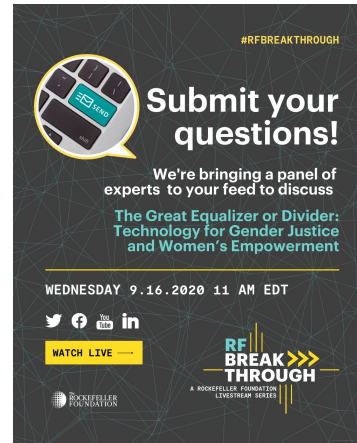


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