SIGBI Centenary Toolkit – Social Media Messages

1. February - Who Is She

Example text: SI XXX are proud to support the #WhoIsShe campaign, ensuring #Soroptimists of note are written into the history books. #100Years
March - International Women’s Day

Example text: SI XXX are supporting International Women’s Day as part of the #SoroptimistsCentenary by taking part in #ChooseToChallenge.
2. **April - Tree Planting**

Example text: SI XXX have recently planted 100 trees as part of #PlantTrees campaign to celebrate #100Years of Soroptimism.
3. **May - Mental Health (Maternal Mental Health Month)**

Example text: SI XXX are raising #MentalHealthAwareness by supporting our local mental health charity, as part of the #SoroptimistsCentenary celebrations.
Example text: SI XXX are promoting environmentalism this #WorldEnvironmentDay by working with local charities, to celebrate #100Years of Soroptimism.
Example text: SI XXX are hosting a virtual event this month, in support of SIGBI’s #HouseOfLordsReception, which forms part of the #SoroptimistsCentenary celebrations.
August - Centenary Commemorative Items (brooches and stamps etc.)

Example text: SI XXX members will be wearing their #CommemorativeBrooch with pride this month, to celebrate #100Years of Soroptimism.
4. **September - Soroptimist History**

Example text: As part of the #SoroptimistsCentenary year, SI XXX have been researching the history of our club. You can find out more by visiting our website here - [www.sigbi.org/xxx](http://www.sigbi.org/xxx)
Example text: Members of SI XXX will be attending SIGBI’s virtual Centenary Conference #Llandudno2021 this weekend, where the theme will be #BelieveToAchieve.
Additional Social Media Post

In addition to the above posts, our PR & Marketing Director, Nisha Ghosh, has commissioned the following piece of artwork (see below).

Nisha has provided the following information about this beautiful piece;

“Shabbir Khambatti is an artist and uses tribal art effectively to promote contemporary ideas. This piece of art was created especially for the Centenary promotion material, with the theme of ‘Trees and Women’s Role in Nurturing Trees’. The figures are drawn in the mode of Warli, a tribal art form. Here, women are shown as leaders in regeneration of the environment, primarily with tree planting. Notice the element of unity expressed through their arms linked. The colours used are basic and the terracotta background colour denotes earth tones.”

This piece of artwork is provided for you to use as part of your social media marketing campaign for the centenary year, if you so wish.

If you do use the artwork, please feel free to tag the artist in your post, to ensure he receives recognition. Shabbir’s details are as follows;

Website:  http://khambatti.com/shabbir/index.html
Facebook:  https://www.facebook.com/MistikArt