****

## Suggested Tweets for HIP Partners on [Discussion Paper on Equity for the HIP Initiative](https://www.fphighimpactpractices.org/wp-content/uploads/2019/08/HIP-Equity-Discussion-Paper.pdf)

## [HIP Social Marketing Brief](https://www.fphighimpactpractices.org/briefs/social-marketing/)

Quick Content! All Suggested Tweets Ready to be Posted

Monthy, we send you an updated social media guide on the High Impact Practices in Family Planning (HIPs)[[1]](#footnote-1) with the purpose of (1) increasing awareness and use of the HIP briefs, and (2) generating traffic on the [HIP website](https://www.fphighimpactpractices.org/). Please share!

**Tweet me!**

1. How is equity defined for health and #FP? Read the new HIPs Discussion Paper on Equity for the HIP Initiative: <https://bit.ly/2ZeGTVo> #HIPs4FP
2. What are the elements of the EQUITY Framework developed by USAID’s Health Policy Initiative? Hint: there are six: <https://bit.ly/2ZeGTVo> #HIPs4FP

More than half of the HIP briefs already consider equity in service delivery and the enabling environment. Read about the guidelines for more systematic inclusion of equity in #familyplanning: <https://bit.ly/2ZeGTVo> #HIPs4FP

1. LEARN HOW you can use the power of social marketing to introduce & scale up access to new contraceptive products. #HIPs4FP <http://bit.ly/2OE27qX>
2. FACT: A single social marketing campaign can increase the sale of condoms and other contraceptives by the millions. Learn more #HIPs4FP <http://bit.ly/2Mq9CEx>

1. See the [HIP List](https://www.fphighimpactpractices.org/high-impact-practices-in-family-planning-list/) for general background regarding High Impact Practices in Family Planning and a list of Endorsing Organizations. [↑](#footnote-ref-1)