



Suggested Social Media Content for HIP Partners: March 2024

Each month, we send you a new package of social media content focused on products and supportive materials connected to the family planning High Impact Practices (HIPs). The goal of these monthly social media packages is to (1) increase awareness and use of the HIP briefs, and (2) increase traffic to the HIP website.

Please share the suggested message below to your personal and/or organizational LinkedIn networks, and thank you in advance for your support!

Important 2024 Update:

- In 2023, an analysis was done on HIPs messages shared on X (formerly Twitter) and their impact on broader web traffic to the HIPs website. The analysis found that from 2023 onward, HIPs Twitter messages have been less effective at reaching the FP/RH professional audience, and that LinkedIn is now driving the highest percentage of social media traffic to the HIPs website.
- Given this shift, we have decided to tailor our monthly social media packages moving forward for the LinkedIn audience. Within this package, you will find one graphic and one corresponding post that we encourage you to share on LinkedIn.

March 2024 Topic:

Earlier this month, the world celebrated International Women's Day (IWD) — a day designated by the United Nations to celebrate the social, economic, cultural and political achievements of women. To extend the dialogue and momentum inspired by this significant day, the focus for March's social media package builds on this year's [IWD theme](#) of "Inspire Inclusion" and highlights the HIPs that address gender-related barriers to access and use of family planning services — helping women and girls achieve safe, healthy reproductive outcomes.

March 2024 LinkedIn Post:

In recognition of this year's International Women's Day theme of "Inspire Inclusion", learn how the family planning High Impact Practices (HIPs) can [#InspireInclusion](#)

through action in areas such as forging progress on women's economic empowerment, supporting girls education, and helping girls make informed decisions about their health through more adolescent responsive health services.

Take time this month to explore the HIP briefs, and learn how these proven practices can create enabling environments, including more equitable gender norms and gender equality, so that all people can achieve their reproductive intentions.

#HIPs4FP

<https://www.fphighimpactpractices.org/briefs/>

#HIPs4FP

HIP FAMILY
PLANNING
HIGH IMPACT
PRACTICES

Learn how the HIPs can address gender-related barriers to access and use of family planning services – helping women and girls achieve safe, healthy reproductive outcomes.



Explore the HIPs at:

<https://www.fphighimpactpractices.org/briefs>

[[Download Image for LinkedIn Here](#)]