



#1Billion4BlackGirls

Black Girl Freedom Week 2023

Digital Toolkit

February 13-19, 2023

Overview: Hosted by the [#1Billion4BlackGirls campaign](#) and [Black Girl Freedom Fund](#), an initiative of [Grantmakers for Girls of Color](#), Black Girl Freedom Week is an annual week-long celebration of, and action for, Black girls, femmes and gender-expansive youth. The week showcases what is possible when we invest abundantly in the dreams, power, joy and leadership of Black girls, femmes and gender-expansive youth, and when we work together to co-create a future where they are safe, free, and thriving. We chose this week during Black History Month in honor of Toni Morrison’s and Audre Lorde’s birthdays.

This year’s theme is: Arts, Activism, and Innovation!

Below you’ll find key links, social media posts, and graphics you can share to help amplify this exciting week and encourage others to join us! You may copy and paste the messages directly or modify as you see fit. If you have any questions about this toolkit, please contact Nesima Aberra at nesima@change-llc.com. For questions about the week, please contact Cidra Sebastien at bgff@g4gc.org.

Key Links	
<p>Follow Black Girl Freedom Fund and watch the live streamed events on our social media:</p> <ul style="list-style-type: none"> ● Twitter: @BlkGrIFreedom ● Instagram: @BlackGirlFreedomFund ● Facebook: Black Girl Freedom Fund ● LinkedIn: Black Girl Freedom Fund 	<p>Watch the live streamed events and read the schedule here:</p> <p>bgfw.1billion4blackgirls.org</p>
<ul style="list-style-type: none"> ● Download promotional graphics ● Download the BGFW promo video 	<ul style="list-style-type: none"> ● Download #1Billion4BlackGirls logos



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#1Billion4BlackGirls Co-Founders Social Media Handles:

- **LaTosha Brown, Southern Black Girls & Women's Consortium:**
 - Twitter and Instagram: @MsLaToshaBrown
- **Tarana Burke, 'me too.' Movement:**
 - Twitter: @TaranaBurke, Instagram: @tarana.janeen
- **Fatima Goss Graves, National Women's Law Center:**
 - Twitter: @FGossGraves, Instagram: @fatimagossgraves
- **Dr. Monique Couvson, G4GC:**
 - Twitter: @MoniqueCouvson, Instagram: @drmoniquecouvson
- **Joanne N. Smith, Girls for Gender Equity:**
 - Twitter: @JoanneNSmith, Instagram: @joannen.smith
- **Salamishah Tillet, A Long Walk Home:**
 - Twitter and Instagram: @salamishah
- **Scheherazade Tillet, A Long Walk Home:**
 - Twitter: @shertillet, Instagram: @sherphotographs
- **Teresa Younger, Ms. Foundation:**
 - Twitter and Instagram: @MsTeresaYounger
 - Twitter for Ms. Foundation: @msfoundation

Hashtags:

Use these hashtags in your social media posts before and during the week to be a part of the conversation.

#1Billion4BlackGirls

#BlackGirlFreedomWeek

#BlackGirlFreedom

Social Media Posts:

Please reshare from the BGFF channels and use these sample posts to post directly to your networks.

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To post before February 13 (share with the save the date graphics or video)

Twitter:

- I'm celebrating #BlackGirlFreedomWeek from Feb. 13-19 with virtual panels and activities that uplift the dreams, creativity, and leadership of Black girls, femmes and gender-expansive youth. Join the fun with @BlkGrlFreedom and #1Billion4BlackGirls at bgfw.1billion4blackgirls.org
- Want a place to connect over Black girl magic? Save the date for this year's #BlackGirlFreedomWeek, a week of events and conversations that celebrate the power of Black girls through the arts, activism, and innovation! Learn more: bgfw.1billion4blackgirls.org

Facebook/Instagram/LinkedIn:

- I'm so excited to celebrate arts, activism and innovation at the 2023 #BlackGirlFreedomWeek! This is a time to uplift and support the dreams, stories, joy and imagination of Black girls, femmes and gender-expansive youth. Tune into @BlackGirlFreedomFund February 13-19 to participate in the inspiring conversations (including guests like award-winning director Gina Prince-Bythewood!), and learn more about how you can be a part of positive change. Join us at: bgfw.1billion4blackgirls.org
- Want a place to connect over Black girl magic, innovation and creativity? Save the date for this year's #BlackGirlFreedomWeek, where you'll get to participate in virtual events and conversations that celebrate our stories, leadership, and artistic vision! Learn more and tune in between February 13-19, 2023: bgfw.1billion4blackgirls.org

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To promote a session you're leading/participating in

Twitter:

- Please join me for a conversation on [insert session details] at [insert date and time of session] during @BlkGrIFreedom's #BlackGirlFreedomWeek! Tune in at: bgfw.1billion4blackgirls.org #1Billion4BlackGirls

Facebook/Instagram/LinkedIn:

- I'm excited to participate in #BlackGirlFreedomWeek 2023, hosted by @blackgirlfreedomfund and the #1Billion4BlackGirls campaign. This year's events will focus on celebrating Black girls, femmes and gender-expansive youth leading the way in arts, activism, and innovation! Please join me for a conversation on [insert session details] at [insert date and time of session]. You can tune in at bgfw.1billion4blackgirls.org.

General messaging to share and amplify about the campaign

- Black girls deserve to have joy, to be safe and free, and to grow up healthy and thriving. We are calling for #1Billion4BlackGirls so Black girls can thrive. 1billion4blackgirls.org
- Black girls and young women have been on the frontlines of fighting for racial and gender equality, but our stories and lives are often overlooked. Until now—learn more. 1billion4blackgirls.org
- For too long, philanthropy has overlooked the needs of Black girls, femmes and gender-expansive youth. Until now. Help us mobilize #1Billion4BlackGirls and support our collective liberation with 1billion4blackgirls.org
- We believe that investing #1Billion4BlackGirls, femmes and gender-expansive youth by 2030 is essential to creating positive change for our communities. Join us: 1billion4blackgirls.org
- We know that all social justice efforts benefit when we place value in Black girls' and women's lives and leadership. Donate to show your support. 1billion4blackgirls.org

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