

## Rise Up and Learn Social Media Guide

During Black History Month, UNICEF USA is teaming up with the National Baptist Convention and other religious organizations across the U.S. to help African children fulfill their dreams of an education. Here's how you can join us!

**Rise Up and Learn Page:** <http://bit.ly/1n8lWbL>

Shareable Images: <http://bit.ly/1P3Us1O>

(When posting shareables to social media, accompany with one of the messages below or the CTA "This Black History Month, help students in Africa rise up and learn.")

Hashtag: [#KINDFund](#)

### Suggested Facebook/Instagram Messaging:

- Join me in helping African students rise up and learn! Help provide them with desks, school supplies and more through @UNICEFUSA: <http://bit.ly/1RRVwbJ>
- Every day, millions of African children struggle to learn while sitting on the floor. Let's pick them up off the ground by supporting @UNICEFUSA's #KINDFund - Kids in Need of Desks: <http://bit.ly/1RRVwbJ>
- For Black History Month, African American religious organizations and @UNICEFUSA are teaming up to help African kids rise up and learn. Here's how: <http://bit.ly/1RRVwbJ>

### Suggested Tweets:

- Join me in helping African students rise up & learn! Support kids thru @UNICEFUSA: <http://bit.ly/1Sv2VNY>
- Pls RT - We can help African kids fulfill their dreams of an education! Join me: <http://bit.ly/1Sv2VNY>
- Nearly 150K desks delivered to schools in Malawi thru #KINDFund to date, but kids still need our help! <http://bit.ly/1Sv2VNY> @UNICEFUSA
- Every day, millions of African children struggle to learn while sitting on the ground. Let's change that: <http://bit.ly/1Sv2VNY> #KINDFund
- African American religious orgs & @UNICEFUSA are teaming up to help African kids rise up & learn. Here's how: <http://bit.ly/1Sv2VNY>