



NORWEGIAN
HUMAN RIGHTS FUND

Norwegian Human Rights Fund
Fondo Noruego para los Derechos Humanos
Det norske menneskerettighetsfond

#AbleToBe Social Media Toolkit



What makes you able to be you?

“Able To Be” is our international communication campaign focusing on how people with different disabilities are defending human rights and changing their countries and communities for the better. It will run through our social media channels from **27 April - 11 May**.

Did you know that 15% of the world's population live with a disability? If you have a disability, you will find that physical barriers, a lack of good healthcare or negative attitudes can block your path to things that others take for granted.

Our campaign will highlight the life stories of local human rights defenders Shrutilata Singh (India), Zahida Qureshi (Pakistan), Asunta Adut (South Sudan), Matrika Devkota & Kamala Poudel (Nepal) and José Palacio (Colombia).

Together with them, their organisations, and our editorial reference group of people with professional and lived experience, we want to show our audiences worldwide what disability rights really means in practice, and how crucial the people who defend them are in creating a more diverse and inclusive world.

Able to be supportive and engaged!

You can help increase our campaign visibility on social media by using this [Media Toolkit](#).

Make sure to follow us on [Facebook](#) | [Instagram](#) | [Twitter](#)

During the upcoming three weeks starting April 27, you will be able to read the stories of the following human rights defenders

Member organisations: Amnesty International Norway, The Atlas Alliance, Church of Norway Council on Ecumenical and International Relations, Norwegian Confederation of Trade Unions, Norwegian Centre for Human Rights (UiO).

Visiting address: c/o Amnesty International Norway, Grensen 3, Oslo

**P.O. Box 6890 St. Olavs Plass,
N-0130 Oslo, Norway**

E-mail: info@nhrf.no

www.nhrf.no



Title	Story	Launch	Digital asset
Able to be safe and free through technology	Shrutilata Singh (India), Advocacy Officer at Sense International India	27 April	
Able to be an inclusion innovator in Pakistan	Zahida Qureshi (Pakistan), President of Society for Special Persons	3 May	
Able to be an ambassador for people with disabilities in South Sudan	Asunta Adut (South Sudan), Disability Inclusion Facilitator for Light for the World	4 May	
Able to be pioneering mental health advocates in Nepal	Matrika Devkota (Nepal), Executive Director of KOSHISH and Kamala Poudel (Nepal), Program Officer at KOSHISH	10 May	
Able to be a force for change in Colombia	José Palacio Angulo (Colombia), Doctor, Director RSE of Corporación Palacio International and author of the book ISAIAS	11 May	

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What can you and your organisation do

Able to be... supportive and engaged!

You and your organisation can help us reach our goals and help us increase our campaign visibility on social media by downloading our #AbleToBe visuals. You can find them [here](#).

1. Make sure to follow us on [Facebook](#) | [Instagram](#) | [Twitter](#)

2. Please share our posts. You can choose to repost or add your own text. Here are some suggestions on **key messages**:

What makes you able to be you, and live your life the way you want to?

We all want to feel able to simply be ourselves, in a free and fair society. But for the world's 1 billion+ people with disabilities, the door to independence is often slammed shut. Physical barriers and negative attitudes can block you from going to school, getting a job, and just living your life - especially if you're a woman. Let's do something about it and stand in solidarity!

- Follow the powerful stories showing how people with disabilities are able to lead and simply be themselves in different parts of the world.
- Respect for human rights is the key to freedom and equality for all of us.
- We believe in putting humans first in human rights work. Nobody should stand alone, solidarity is key.

3. Use the following hashtags for better reach:

#AbleToBe #NHRF #HumanRightsDefenders #Disability #Inclusion #CommitToChange
#NothingAboutUsWithoutUs #WeThe15 #InclusionLeadership #CommitToChange
#InclusiveEducation #DisabilityInclusion #DisabilityAwareness #DisabilityPride
#InclusionMatters #DisabilityRepresentation #DiversityEquityInclusion #DisabilityAdvocacy
#DisabilityLife

4. Remember to tag us in your posts!

Facebook: [@thenorwegianhumanrightsfund](#)

Instagram: [@nhrf_hrd](#)

Twitter: [@nhrf_hrd](#)

5. Accessibility

While posting, use the descriptive text functionality to describe images for people who are visually impaired.



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About the NHRF

The Norwegian Human Rights Fund (NHRF) works to protect and promote human rights internationally through direct support to organisations working in the first line of defense for human rights. Our goal is that marginalized and vulnerable individuals and other groups who experience human rights violations and injustices are able to claim their rights and have them fulfilled. Read more about the NHRF in our webpage www.nhrf.no

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