

**GOVERNING  
COUNCIL  
2026**

**10-11 FEBRUARY**

# SOCIAL MEDIA TOOLKIT

This **toolkit** provides resources – including photos, graphics and videos – to support engagement with IFAD's 49th Governing Council and amplify key discussions across social media channels.

 **Visit the Governing Council event page**



# RESOURCES

## Key messages

- **Market access raises rural incomes and creates jobs.** Small-scale farmers produce and earn more when they are connected to profitable global value chains, which in turn create numerous employment opportunities.
- **Private sector engagement is a game-changer for rural transformation.** Blending public and private investment catalyzes sustainable rural growth.
- **Investing in rural youth is key to building thriving rural areas.** If we unlock their entrepreneurial potential, we ensure that rural areas become engines of stability, prosperity and sustainable growth.
- **Over half of IFAD project participants live in fragile or conflict-affected situations.** By addressing the root causes of instability, these investments help reduce conflict risk and forced migration, while still delivering income and production gains averaging around 30%.

## Useful links

[!\[\]\(a870788d6ed9b8fd294b7654a8c8526b\_img.jpg\) GOVERNING COUNCIL  
EVENT PAGE](#)

[!\[\]\(de95854c7ee024cfadc48187bbb781b2\_img.jpg\) REPORT ON IFAD'S  
DEVELOPMENT EFFECTIVENESS](#)

[!\[\]\(3211b5d1d968fc1665909b34f9f16010\_img.jpg\) IMPACT REPORT](#)

[!\[\]\(6059a5aa8b4ca7bb793408023d6c6e42\_img.jpg\) INVESTORS PAGE](#)

[!\[\]\(c50c8b7b2cc2cf9ff925edec0ee94c0d\_img.jpg\) PRIVATE SECTOR FINANCING  
PROGRAMME](#)

## Videos

Use [this Google Drive link](#) to download a collection of videos showcasing IFAD's work, ready for use on your social channels.

## Photos

Use [this Google Drive link](#) to download a collection of photos showcasing IFAD's work, ready for use on your social channels. **Please make sure to include the photo copyright provided in Google Drive.**



# Before the event

## Save the date

- Let your network know you're coming to the Governing Council.
- Tag IFAD, and use **#IFADGoverningCouncil**
- Don't forget to add the event's link for your audience to learn more about the Governing Council.

## Suggested post

Save the date: IFAD Governing Council 49th Session, 10-11 Feb 2026, Rome.

Join us in advancing rural transformation – from farm to market.

<https://www.ifad.org/en/w/events/governing-council-49>

#IFADGoverningCouncil



Use this Google Drive link to download the visuals for your posts!

### Follow us

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### Hashtags

#IFADGoverningCouncil  
#InvestInRuralPeople

### Regional accounts

[@FIDA\\_LAC](#)

[@IFAD\\_MENA](#)

[@FIDAFriqueOuest](#)

[@IFADEastAfrica](#)

[@IFADAsia](#)

# Before/during the event

## Mark your partnership with IFAD

- Tag IFAD, use **#IFADGoverningCouncil** and **#InvestInRuralPeople**
- Would you like your audience to know more about IFAD's Governing Council? Add the **event's link** to your post!

## Suggested posts

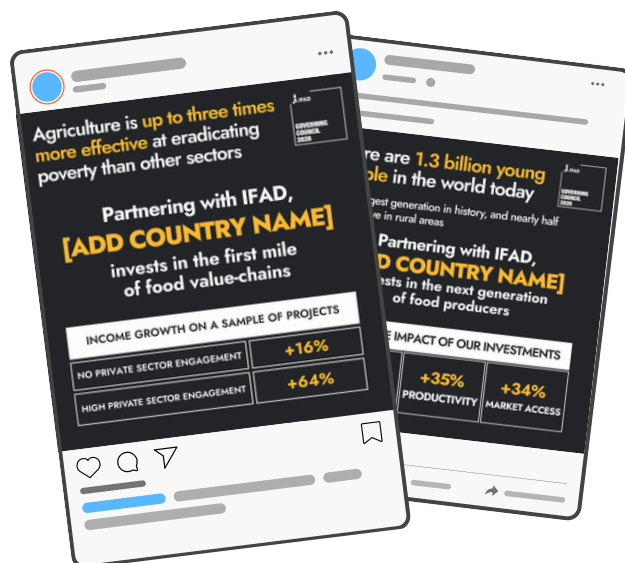
1. Agriculture is up to three times more effective at eradicating poverty than other sectors. Partnering with @IFAD, *[ADD COUNTRY NAME]* invests in the first mile of food value-chains.  
**#IFADGoverningCouncil** [bit.ly/gc-49](https://bit.ly/gc-49)
2. The world is home to 1.3 billion young people, the largest generation in history - nearly half of them live in rural areas. Partnering with @IFAD, *[ADD COUNTRY NAME]* invests in the next generation of food producers. **#IFADGoverningCouncil** [bit.ly/gc-49](https://bit.ly/gc-49)

## Editable templates

Share **these editable Canva templates** with your communications team to **personalize your image**.



Use **this Google Drive link** to get images for your posts.



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# Before/during the event

## Share the facts

The case for investing in rural people has never been clearer: pick your fact-card, tag IFAD and share it on social media.

## Suggested post

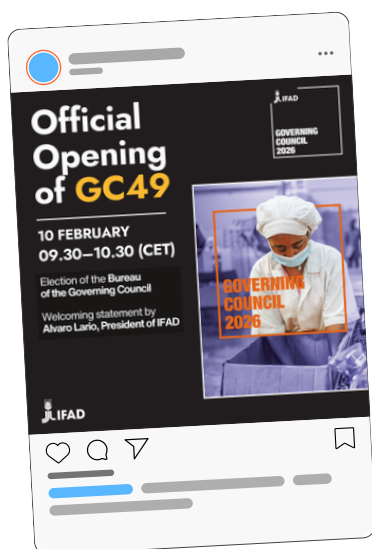
Investing in small-scale food producers addresses food insecurity, poverty and instability where they are most prevalent.

Over the past decade, IFAD projects increased incomes, production and market connectivity by up to 35%.

Read more at [bit.ly/gc-49](https://bit.ly/gc-49)  
#IFADGoverningCouncil



Use [this Google Drive link](#) to download the visual assets.



## Events & sessions

- Let your audience know you're joining a GC event.
- Tag IFAD, and use **#IFADGoverningCouncil**
- Don't forget to add the event's link to your post!

Use [this Google Drive link](#) to download the visual assets.

## Post-event multimedia

Following the Governing Council, photographs and videos will be uploaded to IFAD's DigiHub, a repository of digital assets. These resources are perfect for enhancing your social media presence. [Access the DigiHub here.](#)

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# TIMELINE RECAP

## Before the event

Save the date

Use [this Google Drive link](#) to download the visuals for your posts!



## Before/during the event

Mark your partnership with IFAD: [download here](#)

Canva templates: [link here](#)

Share the facts: [download](#)

Events & sessions: [download](#)

Photos: [download](#)

Videos: [download](#)

## After the event

[Link to IFAD's new DigiHub](#) for post-event multimedia





A woman in a white lab coat and hairnet, wearing a blue surgical mask, looking down at her work in a food processing facility. The background is blurred, showing industrial equipment and other workers.

# **GOVERNING COUNCIL 2026**

**GET IN TOUCH**

[social\\_media@ifad.org](mailto:social_media@ifad.org)