



**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

🔗 [GOVERNING COUNCIL](#)
[EVENT PAGE](#)

🔗 [REPORT ON IFAD'S](#)
[DEVELOPMENT EFFECTIVENESS](#)

🔗 [IMPACT REPORT](#)

🔗 [INVESTORS PAGE](#)

🔗 [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!

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Hashtags

#IFADGoverningCouncil
#InvestInRuralPeople

Regional accounts

[@FIDA_LAC](#) [@IFADEastAfrica](#)
[@IFAD_MENA](#) [@IFADAsia](#)
[@FIDAfriqueOuest](#)

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!

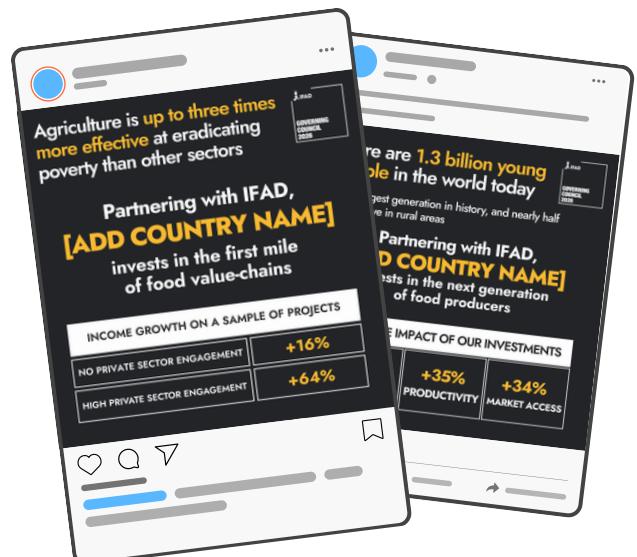
Suggested posts

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 \[bit.ly/gc-49\]\(#\)](#)

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 \[bit.ly/gc-49\]\(#\)](#)



Use [this Google Drive link](#) to get images for your posts.



Editable templates

Share [these editable Canva templates](#) with your communications team to **personalize** your image.

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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
#IFADGoverningCouncil

Rural investment delivers strong economic outcomes where it's needed most

THE TRIPLE IMPACT OF OUR INVESTMENTS

+34%
INCOME

+35%
PRODUCTIVITY

+34%
MARKET ACCESS



IFAD
GOVERNING
COUNCIL
2026

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.](#)

Follow us

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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



GOVERNING COUNCIL 2026

GET IN TOUCH
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