

IFAD12 Replenishment

Social Media toolkit

Context

IFAD has a major role to play in ending extreme poverty and hunger, but it will not be possible without increased investment and innovative approaches.

We invite you to help us mobilize support to ensure the success of this IFAD12 Replenishment.

Why investing in rural people?

Before the onset of the COVID-19 pandemic, 690 million people were living in hunger. Tens of millions more will join them if we do not take the right actions, and quickly. The Coronavirus pandemic has further devastated communities, countries and economies the world over. But everywhere it is the poor, the hungry and the vulnerable who suffer the most.

At the same time, climate change threatens our food systems, and food is our most basic need. Rural people, especially small-scale farmers, are among those suffering the impacts of a changing climate the most. The resilience of small-scale producers is being sorely tested, and we need to step up to help them in order for the world to avoid a food crisis.




We have the chance to reverse this course. Ending extreme poverty and hunger and recovering from the coronavirus crisis would be impossible without increased investment and more innovative approaches. But with the right funding and support, we can get significantly closer.

Learn more about IFAD12 and our programme for [Recovery. Rebuilding. Resilience.](#)

How to use this toolkit?

We invite you to use the messages and content in this toolkit to raise awareness about IFAD's meaningful impact on the lives and resilience of poor rural people around the world. Your contribution will be crucial to help us advocate for a world where no one is left behind.

Here are five ways you can contribute:

- **Speak up**
Make your own voice heard among your social networks by using the hashtag **#FundAgriculture & #InvestInRuralPeople**
- **Amplify**
Amplify our messages from:
 -  **@IFAD**
 -  **International Fund for Agricultural Development (IFAD)**
 -  **International Fund for Agricultural Development (IFAD)**
 -  **@ifadnews**
- **Stay connected**
[Sign up to our newsletter](#) and receive the latest news and updates about IFAD.
- **Join us & share**
Join us in sharing the message on IFAD's mandate and mission and on the themes at the core of our work.

[Download our pictures and videos.](#)

Don't forget to tag us!

- **Learn more**
Read our latest [stories](#) and [blogs](#) to learn more about IFAD's work.

Read about IFAD12 and our programme for [Recovery. Rebuilding. Resilience.](#)

Learn more about how we have made an impact for rural people around the world on [IFAD's Annual Report 2019.](#)





Discover more about the [topics](#) at the core of our work.


The case for investment

IFAD works every day to empower poor rural people to lead their own development.

Investing in IFAD means investing in positive change and long-lasting results.

Share the message!

Media	Suggested Copy
	<p>Economic aid on its own does not change lives.</p> <p>Investing in the resilience of small-scale producers can make a long-lasting difference.</p> <p>#InvestInRuralPeople</p>
	<p>Investing in agriculture is up to three times more effective at reducing poverty and hunger than investing in any other sector.</p> <p>#FundAgriculture = build a prosperous future for the world</p>
	<p>Stronger investments in @IFAD = stronger investments in the fight against poverty and hunger.</p> <p>It is time to take concrete actions and shape a fair world where no one is left behind.</p> <p>#InvestInRuralPeople</p>
	<p>We have the opportunity to reduce poverty and hunger by investing in rural prosperity, food and resilience.</p> <p>Increased investments in @IFAD will help build support for programmes that improve rural people's lives and livelihoods.</p> <p>#FundAgriculture</p>

	<p>Recovery. Rebuilding. Resilience.</p> <p>Strengthening investments in @IFAD will allow smallholder farmers to build resilience to cope with shocks, rebound and move out of poverty.</p> <p>#FundAgriculture</p>
	<p>Achieving the #SDGs will not be possible without increased investment and innovative approaches.</p> <p>We must stand for a world where every person, no matter how remote, can lead their own development.</p> <p>We must #InvestInRuralPeople</p>
	<p>To achieve the #Agenda2030 and create the world we envision, we must empower people to lead their own development - and none of them must be left behind.</p> <p>We must #InvestInRuralPeople to make this possible.</p>
	<p>Feeding a growing population will not be possible without robust food systems and resilient smallholder farmers.</p> <p>The world needs rural producers, and they deserve our support.</p> <p>#InvestInRuralPeople</p>
	<p>Rural producers provide the food to rural and urban people in many parts of the world.</p> <p>If we want to achieve a brighter future of food & nutrition for everyone, we must invest in them now.</p> <p>#FundAgriculture</p>

How does IFAD make a difference?



Learn it from our beneficiaries, share their stories and make sure to tag @IFAD.


<p>Read the story</p>	<p>Share the story</p>
<p>Seeds to riches: The story of a 29-year-old millionaire</p>	<p>"No one believes a guy like me from a place like this could be a millionaire, but you're looking at one", Sumaka says with a big smile.</p> <p>This young farmer from #Nigeria changed his life thanks to his entrepreneurial spirit - and the support of @IFAD</p> <p>https://www.ifad.org/en/web/latest/story/asset/42069787</p>

<p><u>Empowering and protecting rural women in the time of coronavirus</u></p>	<p>"The sky is the only limit", says Asabe, Chairperson of a women's cooperative in #Nigeria.</p> <p>Meet the women who continue to do their part to feed their country with @IFAD's support.</p> <p>https://www.ifad.org/en/web/latest/story/asset/41900870</p>
<p><u>Keeping exports flowing: Saving development gains in Rwanda</u></p>	<p>Despite #COVID19, this farmers' cooperative in Rwanda continues to expand its operations.</p> <p>An @IFAD-supported project enabled them to increase their incomes, making an impact on the entire community.</p> <p>https://www.ifad.org/en/web/latest/story/asset/41957110</p>
<p><u>Free-range chicken farming a success in remote Viet Nam</u></p>	<p>Nguyen Thi Bich from #Vietnam always struggled to keep her animals healthy until an @IFAD project helped her invest in new techniques.</p> <p>Now her life has changed completely.</p> <p>https://www.ifad.org/en/web/latest/story/asset/42017458</p>
<p><u>Download the video</u></p>	<p>Title: From Rice to Riches</p> <p>#COVID19 opened a new door for Asabe and her fellow entrepreneurs.</p> <p>Now, they want other local women to share their success.</p>


Share the issues at the heart of IFAD's work:

Gender

Suggested media	Suggested copy
	<p>When women are empowered, families, communities and countries benefit.</p> <p>Rural women involved in their communities can be the best champions for rural development.</p> <p>#InvestInRuralWomen, invest in prosperity.</p> <p>▶ https://bit.ly/2HpOe9f</p>
	<p>We have the opportunity to end poverty and hunger - but if we don't #InvestInRuralWomen, it will be lost.</p> <p>We must join forces to build the world the #Agenda2030 envisions and leave no one behind.</p>



<p>The first woman camel farmer in North Africa: Imen's story</p>	<p>Imen saw a neighbour earning a good living raising camels and thought, "Why can't I?"</p> <p>Meet the first woman camel farmer in North Africa.</p> <p>https://www.ifad.org/en/web/latest/story/asset/42204816</p>
<p>Rural women: The key to building back better in a post-COVID world</p>	<p>Rural women are key to building a more resilient and sustainable future.</p> <p>As the world faces unprecedented challenges, they need our support more than ever. And we need them.</p> <p>https://www.ifad.org/en/web/latest/story/asset/42120572</p>
<p>Teach me how to fish and I will transform my life – and my community</p>	<p>Mariamo bought her own fishing boat and started a business with @IFAD's support, making her dream come true.</p> <p>Now, she is a role model and a true leader in her community.</p> <p>#InvestInRuralWomen</p> <p>https://www.ifad.org/en/web/latest/photo/asset/41884376</p>
<p>Download the video</p> 	<p>Title: India: Radiant Women</p> <p>"Tejaswini" means "a woman who is radiant".</p> <p>And the one million women in #India who are part of @IFAD's Tejaswini programme to empower rural women, are indeed radiant.</p>



Youth

Suggested media	Suggested copy
	<p>Young rural people are agents of change!</p> <p>Their contribution is crucial to meet the #SDGs and improve the lives of people and the health of the planet.</p> <p>Let's support them today to build a brighter tomorrow.</p> <p>▶ https://bit.ly/2s4K15x</p>
	<p>Our support for rural youth must go beyond ensuring that they are not left behind.</p> <p>We must empower them through jobs and entrepreneurship and to help them become future leaders of sustainability and innovation.</p>



<p>Shining the development spotlight on youth</p>	<p>Rural youth are not only the future, but also the present.</p> <p>With the right opportunities to reach their potential, they can be a driving force of development and contribute to creating a prosperous and peaceful world.</p> <p>https://www.ifad.org/en/web/latest/story/asset/42031572</p>
<p>Rural youth, innovation and tradition: the challenge of a new order</p>	<p>2020 has been a difficult year, but by no means a year without a future.</p> <p>That future is in the hands of rural youth, with ideas and ideals.</p> <p>https://www.ifad.org/en/web/latest/story/asset/42175306</p>

Climate and Environment

Suggested media	Suggested copy
	<p>We must make sure that investments in #ClimateAction reach the people who need them most.</p> <p>And small-scale farmers should be on top of that list.</p> <p>▶ https://bit.ly/2GEH0FS</p>
	<p>Changing climate and the #COVID19 pandemic threaten our very food systems – putting humanity’s most basic need in danger.</p> <p>These challenges cannot be addressed without coming together to support each other and share solutions.</p>
<p>Climate change talks cannot continue to ignore the needs of small-scale farmers</p>	<p>Poor rural people are among the hardest hit by climate change while contributing little to it.</p> <p>Their needs can no longer be ignored.</p> <p>https://www.ifad.org/en/web/latest/blog/asset/42198007</p>
<p>Climate finance neglects small-scale farmers – new report</p>	<p>How much of global investments in #ClimateAction goes to small-scale farmers in developing countries?</p> <p>Not enough.</p> <p>Learn how we can do better in @IFAD’s report with @climatepolicy</p> <p>https://www.ifad.org/en/web/latest/news-detail/asset/42159631</p>
<p>Download the video</p>	<p>Title: Keeping businesses running during COVID-19</p>

	<p>Drought and the #COVID19 crisis have put a strain on Valeriu's business in #Moldova.</p> <p>An @IFAD initiative helped him stay afloat.</p>
<p>Download the video</p> 	<p>Title: Supporting farmers on the frontline of climate change</p> <p>Climate change is threatening the livelihoods of millions of smallholder farmers around the world.</p> <p>@IFAD is standing by their side.</p>

Nutrition

Media	Suggested copy
	<p>Nutrition is both a maker and a marker of development!</p> <p>Investing in nutrition means investing in:</p> <ul style="list-style-type: none"> ▪ health ▪ education ▪ employment ▪ women empowerment ▪ reducing poverty and inequality
	<p>We all need food to live, but we need the right food to thrive!</p> <p>Smallholder farmers produce much of the world's food.</p> <p>Investing in them to improve nutrition is not only socially responsible; it is sound development policy and good economics.</p>
<p>Women as changemakers for nutrition in the hills of Lao PDR</p>	<p>"I now know how to cook better, and most importantly I know what to cook," says Mrs Yuapave.</p> <p>@IFAD's Farmer Nutrition Schools are teaching rural farmers in #Laos how to improve their diets – and local women are essential to the schools' success.</p> <p>https://www.ifad.org/en/web/latest/photo/asset/42043585</p>

[Download the video](#)



Title: Improving nutrition: a women's business

When we #InvestInRuralWomen, we invest in healthy societies.

Rekha, her colleagues and their rice bars can prove it.