



GCEF Marketing Package Guidelines

The full GCEF marketing package is composed of:

- Facebook:
 - 1 cover
 - 1 frame (see below on how to apply to FB profile photo)
 - 5 tiles
- Twitter
 - 1 cover
 - 5 tiles
- LinkedIn
 - 1 cover
 - 5 tiles
- Instagram
 - 5 tiles
- 1 QR code

In each social media there are 5 different tiles so that you can use a different one each time you want to post.

To use the Facebook frame it's easy, follow these steps:

1. Go to www.facebook.com/profilepicframes.
2. Click your profile picture in the bottom left and select your Page.
3. Search for a frame by entering → ICN_GCEF
4. Choose the frame you want to use from the results.
5. Click **Use as Profile Picture**.

When posting don't forget to use the hashtag #GCEF and to link your post to either the GCEF video, the donation page or the GCEF webpage.

- GCEF video: https://youtu.be/K5BCtk_NDUE
- GCEF donation page: <https://shop.icn.ch/collections/donations/products/girl-child-education-fund-1>
- GCEF webpage: <https://www.icn.ch/what-we-do/projects/girl-child-education-fundtm-gcef>

You can also use the QR code to lead your audience directly to the donation page.

Below are some example of posts you can use:

- Through the Girl Child Education Fund, ICN supports the schooling of girls under 18 in developing countries whose #nurse parent(s) have passed away. Join us in this significant initiative by donating to the #GCEF! <https://bit.ly/33IUZEh>
- ICN calls out for donations to the Girl Child Education Fund in support of girls' schooling under 18 in developing countries whose #nurse parent(s) have died. Watch the touching video: <https://bit.ly/34G7Nup> & donate: <https://bit.ly/33IUZEh> #GCEF
- Touching story on how the Girl Child Education Fund makes a huge difference to the girls & families they support: "Many girls fail to complete their education and don't achieve their dreams because they lack funds, a big thanks to everyone involved." <https://bit.ly/3oiGQFk> #GCEF
- I am a proud donator to the Girl Child Education Fund which support girls' schooling under 18 in developing countries whose #nurse parent(s) have died. Do you want to support them too? Donate here: <https://bit.ly/33YeOqH> #GCEF

For any questions please contact gcef@icn.ch

