

Suggested Posts, Image Descriptions and Alt Text

Download the graphics in our IFEW social toolkit [here](#).

Social Frame Challenge



Suggested Post

I / We've joined in with the Face Equality Week frame pose and you can too!

[I've joined in because...]

[My Face is a Masterpiece because...]

Joining in this #FaceEqualityWeek helps to raise awareness of the need for #FaceEquality and tell the real story, that there is a masterpiece in every face.

Share your photo and tag @faceequalityint

#MyFacelsAMasterpiece #FacialDifference #IFEW #IFEW24

Image Description: Yellow poster with two people posing, one uses a photo frame, the other uses their hands to mimic a frame. On the right side of the poster is black text, "My Face is A Masterpiece Because...." Diagonally across the poster is bold black text, "#MyFacelsAMasterpiece." The poster has three paint brush stroke effect areas in white with a black shadow. One at the top has the FEI yellow circular brush stroke logo inside. One in the middle has text, "We're asking FD community members and allies to share photos, videos and personal stories for International Face Equality Week 2024." At the bottom left of the graphic, "Use a photo frame or use your hands to recreate these poses, share your story or simply show your support by using #MyFacelsAMasterpiece." "Tag us using @faceequalityint." "*by

sharing your image with this hashtag, you consent to FEI re-sharing your image and using across marketing channels."

ALT Text: Poster shows instructions for the frame pose. Images show two people in the frame pose. Text across the poster, "#MyFacelsAMasterpiece." "We're asking FD community members and allies to share photos, videos and personal stories for International Face Equality Week 2024." "Use a photo frame or use your hands to recreate these poses, share your story or simply show your support by using #MyFacelsAMasterpiece." "Tag us using @faceequalityint." "by sharing your image with this hashtag, you consent to FEI re-sharing your image and using across marketing channels."

IFEW Line Drawing Graphic



Suggested Post

I'm / We're supporting International Face Equality Week, 13-19 May 2024.

People with Facial Differences should be treated fairly and without indignity and discrimination, based on their appearance. This year's theme is #MyFacelsAMasterpiece, using art as a tool for social good, to tell the real story, that there is a masterpiece in every face.

[I'm / We're supporting because...]

[Face Equality is important to me because...]

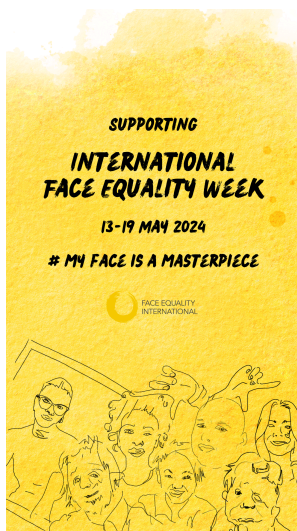
Show your support and share this post!

#FaceEquality #FacialDifference #IFEW #IFEW24

Image Description: Graphic has black line drawings of a number of people's faces at the bottom. A yellow textured effect background has black bold text, "International Face Equality Week 13-19 May 2024" and the campaign hashtag "#MyFacelsAMasterpiece."

ALT Text: Graphic with line drawings of people and text, "International Face Equality Week 13-19 May 2024" and the campaign hashtag "#MyFacelsAMasterpiece."

IFEW Line Drawing Reel



Suggested Post

I'm / We're supporting International Face Equality Week, 13-19 May 2024.

People with a Facial Difference should be treated fairly and without indignity and discrimination based on their appearance. The theme this year is #MyFacelsAMasterpiece, using art as a tool for social good, to tell the real story, that there is a masterpiece in every face.

[I'm / We're supporting because...]

[Face Equality is important to me because...]

Show your support and share this post!

#FaceEquality #FacialDifference #IFEW #IFEW24

Video Description: Graphic has black line drawings of a number of people's faces at the bottom. A yellow textured effect background has black bold text, "Supporting International Face Equality Week 13-19 May 2024" and the campaign hashtag "#MyFacelsAMasterpiece."

ALT Text: Moving graphic with line drawings of people and text, "Supporting International Face Equality Week 13-19 May 2024" and the campaign hashtag "#MyFacelsAMasterpiece."

My Face is a Masterpiece Because



Suggested Post

I'm / We're supporting International Face Equality Week, 13-19 May 2024. Using art as a tool for social good, to tell the real story, that there is a masterpiece in every face.

My Face is a Masterpiece Because [Insert Your Text Here]

Show your support and share why your face is a masterpiece.

#MyFacelsAMasterpiece #FaceEquality #FacialDifference #IFEW #IFEW24

Image Description: Text based graphic with a white, yellow and grey brush stroke background. Bold black text in a brush effect in the centre of the image reads, "My Face is a Masterpiece Because..." Underneath is the FEI yellow circular brush stroke logo.

ALT Text: FEI branded text based graphic, with brush stroke effect background, “My Face is a Masterpiece Because...”

IFEW Pledge Graphic



Suggested Post

This Face Equality Week, [I / We] signed the pledge to help make #FaceEquality a reality.

People with a Facial Difference should be treated fairly and without indignity and discrimination based on their appearance. Everyone, regardless of their facial features, has inherent value and should be afforded the same rights, respect, and opportunities.

[I'm / We're supporting because...]

[Face Equality is important to me because...]

You can sign the pledge here: <https://ow.ly/GhFw50RhV2s>

#FaceEquality #FacialDifference #VisibleDifference #SocialJustice
#MyFacelsAMasterpiece #IFEW #IFEW24

Image Description: A yellow textured effect background has black bold brush stroke like text in the centre. Text Reads, “ I Signed the Pledge to Help Make Face Equality a Reality.” Underneath is the FEI yellow circular brush stroke logo and smaller black text, International Face Equality Week 13-19 May 2024”

ALT Text: Text based graphic with textured effect background, “ I Signed the Pledge to Help Make Face Equality a Reality.” Underneath is the FEI logo. Further text, “International Face Equality Week 13-19 May 2024”

Sponsorship Posts

Suggested Post

It's Face Equality Week! This year @faceequalityint are using art as a tool for social good to tell the real story, that there is a masterpiece in every face 😊.

Face Equality is important to me because [...]

This year I'm [getting creative][getting active][using my skills][giving something up] for Face Equality!

Tap the donate button on this post to sponsor my fundraiser where I am [insert specific event]

#FaceEquality #MyFacelsAMasterpiece #StopTheStigma #IFEW24 #Fundraiser #Charity #FacialDifference #Inclusion #SponsorMe #ThankYou



Image Description: A yellow textured effect background has black bold brush stroke like text in the centre. Text Reads, "I'm Giving Something up for Face Equality!" Surrounding the text are black graphics including, a slice of cake, pizza, chocolate, TV, social media icon, martini glass, a person with "shh" and text, to intimate bad language." The FEI circular brush stroke logo is in the bottom right corner.

ALT Text: Graphic with text, "I'm Giving Something up for Face Equality!" and a number of graphics surrounding it including, a slice of cake, pizza, chocolate, TV, social media icon, martini glass, a person with "shh" and text, to intimate bad language" and the FEI logo.



Image Description: A yellow textured effect background has black bold brush stroke like text in the centre. Text Reads, “I’m Getting Active for Face Equality!” Surrounding the text are black graphics, footsteps, people dancing, stopwatch, medal, wheelchair user symbol, swimming goggles, cyclists, and gym weight. The FEI circular brush stroke logo is in the bottom right corner.

ALT Text: Graphic with text, “I’m Getting Active for Face Equality!” Graphics surrounding text are footsteps, people dancing, stopwatch, medal, wheelchair user symbol, swimming goggles, cyclists, and gym weight and the FEI logo.



Image Description: A yellow textured effect background has black bold brush stroke like text in the centre. Text Reads, “I’m Getting Creative for Face Equality!” Surrounding the text are black graphics, bunting, smiley face, pencil, paint palette and brush, needle and thread, hands holding a camera, heart and star outlines and a ball of wool. The FEI circular brush stroke logo is in the bottom right corner.

ALT Text: Graphic with text, “I’m Getting Creative for Face Equality!” Surrounding the text are graphics of bunting, a smiley face, pencil, paint palette and brush, needle and thread, hands holding a camera, heart and star outlines and a ball of wool and the FEI logo.



Image Description: A yellow textured effect background has black bold brush stroke like text in the centre. Text Reads, "I'm Using My Skills for Face Equality!" Surrounding the text are black graphics, scissors and comb, a person taking photos, hammer and saw, food mixer, hand holding a wrench, two people with a lightbulb above them and a car. The FEI circular brush stroke logo is in the bottom right corner.

ALT Text: Graphic with text, "I'm Using My Skills for Face Equality!" Surrounding the text are graphics, scissors and comb, a person taking photos, hammer and saw, food mixer, hand holding a wrench, two people with a lightbulb above them and a car and the FEI logo.