

Suggested Posts, Image Descriptions and Alt Text

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

Social Frame Challenge



FACE EQUALITY WEEK 2025 **#MY FACE IS A MASTERPIECE #MY BODY IS A MASTERPIECE**

We're asking our ambassadors, allies, and activists to share photos of themselves ahead of Face Equality Week 2025.

We'd love for you to share your masterpiece.

Please either use a photo frame or use your hands and recreate these photos.

Tag our social profile @FaceEqualityInt

*by sharing with us, you consent to FEI storing your image and using across marketing channels.

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 everyone.

Share your photo and tag @faceequalityint

#MyFaceIsAMasterpiece #MyBodyIsAMasterpiece #FacialDifference
#VisibleDifference #IFEW #IFEW25

Image Description: White background with black text that reads: Face Equality Week 2025, # My Face Is A Masterpiece, # My Body Is A Masterpiece. We're asking our ambassadors, allies, and activists to share photos of themselves ahead of Face Equality Week 2025. We'd love for you to share your masterpiece. Please either use a photo frame or use your hands and recreate these photos. Tag our social profile @FaceEqualityInt by sharing with us, you consent to FEI storing your image and using across marketing channels." Photos of several people of various ages and

genders with various facial differences each hold their hands up to their face creating a frame around themselves. Their images are collaged together against a yellow paint stripe background.

ALT Text: Text reads: Face Equality Week 2025, # My Face Is A Masterpiece, # My Body Is A Masterpiece. We're asking our ambassadors, allies, and activists to share photos of themselves ahead of Face Equality Week 2025. We'd love for you to share your masterpiece. Please either use a photo frame or use your hands and recreate these photos. Tag our social profile @FaceEqualityInt by sharing with us, you consent to FEI storing your image and using across marketing channels." Photos of several people of various ages and genders with various facial differences each hold their hands up to their face creating a frame around themselves.

IFEW Line Drawing Graphic



Suggested Post

I'm / We're supporting International Face Equality Week, 12-19th May 2025.

People with Facial Differences and Visible Differences should be treated fairly, with dignity, and without discrimination based on their appearance. This year's theme is #MyFaceIsAMasterpiece #MyBodyIsAMasterpiece. We're using art as a tool for social good, to tell the real story - that there is a masterpiece in everyone.

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

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

Show your support and share this post!

#FaceEquality #FacialDifference #VisibleDifference #IFEW #IFEW25

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 12-19th May 2025" and the campaign hashtags #MyFacelsAMasterpiece #MyBodyIsAMasterpiece. The Face Equality International logo is also shown.

ALT Text: Graphic with line drawings of people and text, "International Face Equality Week 12-19th May 2025" and the campaign hashtags #MyFacelsAMasterpiece #MyBodyIsAMasterpiece

IFEW Line Drawing Reel



Suggested Post

I'm / We're supporting International Face Equality Week, 12-19th May 2025.

People with a Facial Difference and Visible Difference should be treated fairly, with dignity, and without discrimination based on their appearance. The theme this year is #MyFacelsAMasterpiece #MyBodyIsAMasterpiece. We're using art as a tool for social good, to tell the real story - that there is a masterpiece in everyone.

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

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

Show your support and share this post!

#FaceEquality #FacialDifference #VisibleDifference #IFEW #IFEW25

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 12-19th May 2025" and the campaign hashtags #MyFacelsAMasterpiece #MyBodyIsAMasterpiece

ALT Text: Moving graphic with line drawings of people and text, "Supporting International Face Equality Week 12-19th May 2025" and the campaign hashtags #MyFacelsAMasterpiece #MyBodyIsAMasterpiece

My Face is a Masterpiece Because



Suggested Post

I'm / We're supporting International Face Equality Week, 12-19th May 2025. Using art as a tool for social good, to tell the real story - that there is a masterpiece in everyone.

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

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

#MyFaceIsAMasterpiece #FaceEquality #FacialDifference #IFEW #IFEW25

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 Face Equality International yellow circular brush stroke logo.

ALT Text: Face Equality International 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 and Visible Difference should be treated fairly, with dignity, and without discrimination based on their appearance. Everyone, regardless of their 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 #MyBodyIsAMasterpiece #IFEW #IFEW25

Image Description: A yellow textured watercolour effect background with black text that reads: "International Face Equality Week 12 - 19 May 2025". In the centre of the image is black bold brush stroke like text. Text Reads, "I Signed the Pledge to Help Make Face Equality a Reality." The words "Face Equality" are highlighted in yellow. Underneath the text is the Face Equality International yellow circular brush stroke logo.

ALT Text: Text based graphic with textured watercolour effect background. Text reads: "International Face Equality Week 12 - 19 May 2025. I Signed the Pledge to Help Make Face Equality a Reality". The Face Equality International logo is shown.

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 everyone.

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 #MyBodyIsAMasterpiece #StopTheStigma
#IFEW25 #Fundraiser #Charity #FacialDifference #VisibleDifference #Inclusion
#SponsorMe #ThankYou



Image Description: A yellow watercolour 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 pizza, chocolate, TV, social media icon, martini glass, a person with “shh”, a stop sign, and text to intimate bad language.” The Face Equality International circular brush stroke logo is shown.

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



Image Description: A yellow watercolour 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, medal,

wheelchair user symbol, swimming goggles, cyclists, and gym weight. The Face Equality logo circular brush stroke logo is shown.

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



Image Description: A yellow watercolour 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, smiling face, pencil, paint palette and brush, needle and thread, hands holding a camera, heart and star outlines and a ball of wool. The Face Equality International circular brush stroke logo is shown.

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



Image Description: A yellow watercolour 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, a person speaking, and a car. The Face Equality International circular brush stroke logo is shown.

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, a person speaking, a car and the Face Equality International logo.