

Social Media Toolkit for *Adding It Up: Investing in Contraception and Maternal and Newborn Health, 2017*

This toolkit provides sample messages and infographics highlighting key findings from our new fact sheet. Feel free to use any of the content below or in our [**in our Dropbox folder**](http://gu.tt/aiudropbox), which also containsthe fact sheet and news release in English, Spanish and French.

**PLEASE NOTE: All of these materials are embargoed until 7:01pm EDT on Wednesday, June 28, 2017, and should not be shared until then. Links to the fact sheet and news release will not work before this time.**

**For additional content and infographics, join Guttmacher Institute on** [**Twitter**](http://www.twitter.com/guttmacher) **and** [**Facebook**](http://www.facebook.com/guttmacher) **or visit our** [**website**](http://www.guttmacher.org/)**.**

If you have any questions about these materials, please contact Gustavo Suárez at [gsuarez@guttmacher.org](mailto:gsuarez@guttmacher.org) or Colette Rose at [crose@guttmacher.org](mailto:crose@guttmacher.org). Contact Noli Vega with any social media questions: [nvega@guttmacher.org](mailto:nvega@guttmacher.org).

We hope you will join us in spreading the word about *Adding It Up*!

ENGLISH SOCIAL MEDIA CONTENT

(*scroll down for Spanish and French content*)

Link to Fact Sheet: [gu.tt/AddingItUp2017](http://gu.tt/AddingItUp2017)

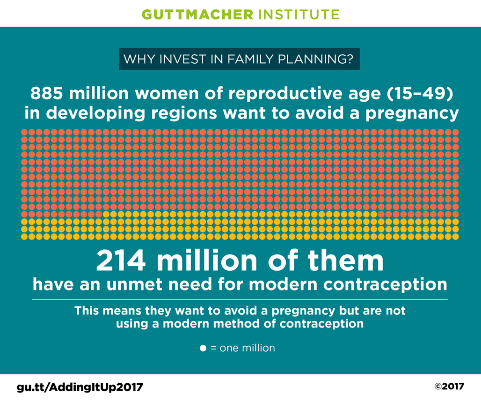
Link to News Release: [gu.tt/SeJpe7](http://gu.tt/SeJpe7)

**Tweets**

***All tweets can accommodate links and images unless otherwise noted***

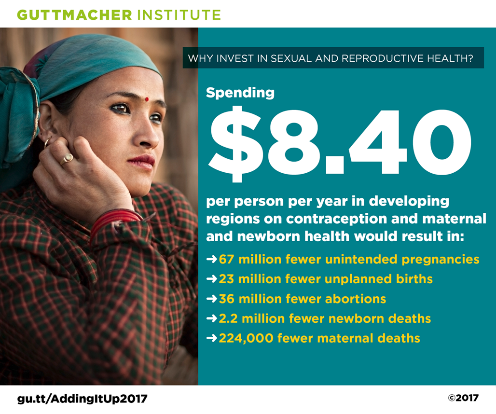
[***Find Twitter graphics here***](http://gu.tt/aiudropbox)

214M women in developing regions have an unmet need for modern #contraception, down from 225M in 2014 [gu.tt/SeJpe7](http://gu.tt/SeJpe7) #AddingItUp

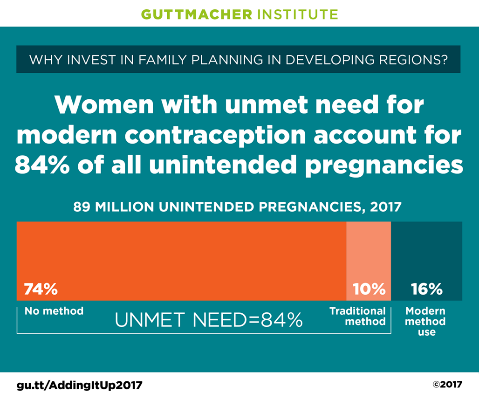


[***Find Twitter graphics here***](http://gu.tt/aiudropbox)

Investing in both #contraceptive care & #maternal & #newbornhealth would have striking & wide-ranging results [gu.tt/AddingItUp2017](http://gu.tt/AddingItUp2017)



[***Find Twitter graphics here***](http://gu.tt/aiudropbox)  
Modern #contraception can help prevent #unintendedpregnancies in the developing world [gu.tt/AddingItUp2017](http://gu.tt/AddingItUp2017)



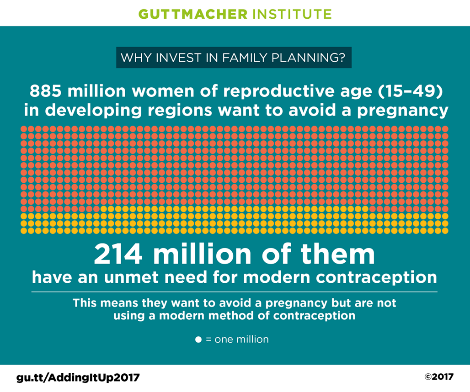
***No accompanying graphic***

Meeting the sexual & #reprohealth needs of women in developing regions should be an urgent #globalhealth priority [gu.tt/AddingItUp2017](http://gu.tt/AddingItUp2017)

**Facebook Posts**

[***Find Facebook graphics here***](http://gu.tt/aiudropbox)

NEW: In developing regions, the number of women with an unmet need for modern contraception has declined to 214 million in 2017 from 225 million in 2014. However, continued investments in family planning remain essential to maintain progress. [gu.tt/SeJpe7](http://gu.tt/SeJpe7)



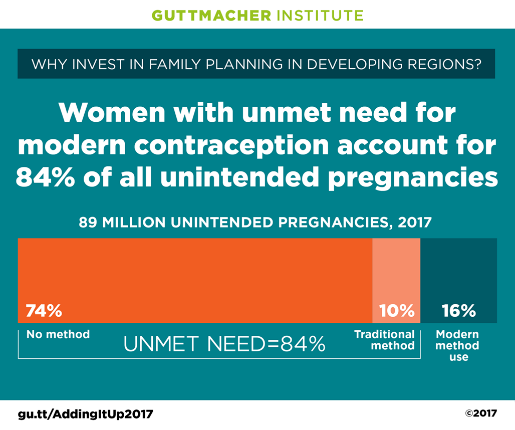
[***Find Facebook graphics here***](http://gu.tt/aiudropbox)

What are the costs and benefits of investing in both contraceptive care and maternal and newborn health in developing regions? [gu.tt/AddingItUp2017](http://gu.tt/AddingItUp2017) #AddingItUp



[***Find Facebook graphics here***](http://gu.tt/aiudropbox)

The 214 million women in developing regions with an unmet need for modern contraception account for a vast majority of all unintended pregnancies. Ensuring that they can overcome barriers to effective contraceptive use is crucial to reducing unintended pregnancies. [gu.tt/AddingItUp2017](http://gu.tt/AddingItUp2017)



***No accompanying graphic***

In developing regions, investing in contraceptive services and maternal and newborn health (MNH) together—rather than in MNH alone—saves money and has a larger impact in improving the health and well-being of women and their families. [gu.tt/AddingItUp2017](http://gu.tt/AddingItUp2017) #AddingItUp

SPANISH SOCIAL MEDIA CONTENT

Link to Fact Sheet: [gu.tt/HaciendoCuentas2017](http://gu.tt/HaciendoCuentas2017)

Link to News Release: [gu.tt/r1v9m5](http://gu.tt/r1v9m5)

**Tweets  
*All tweets can accommodate links and images***

[***Find Twitter graphics here***](http://gu.tt/aiudropbox)  
El uso de #anticoncepción moderna en regiones en desarrollo ha crecido pero falta invertir en #planificaciónfamiliar [gu.tt/r1v9m5](http://gu.tt/r1v9m5)

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[***Find Twitter graphics here***](http://gu.tt/aiudropbox)

Invertir tanto en #anticoncepción como en salud #materna y #neonatal tendría resultados de amplio impacto y alcance [gu.tt/HaciendoCuentas2017](http://gu.tt/HaciendoCuentas2017)



[***Find Twitter graphics here***](http://gu.tt/aiudropbox)  
La #anticoncepción moderna puede ayudar a prevenir embarazos no planeados en el mundo en desarrollo [gu.tt/HaciendoCuentas2017](http://gu.tt/HaciendoCuentas2017)



**Facebook Posts**

[***Find Facebook graphics here***](http://gu.tt/aiudropbox)  
NUEVO: En las regiones en desarrollo, el número de mujeres con necesidad insatisfecha de anticoncepción moderna disminuyó a 214 millones en 2017 de 225 millones en 2014. Sin embargo, inversiones constantes en planificación familiar siguen siendo esenciales para seguir avanzando. [gu.tt/r1v9m5](http://gu.tt/r1v9m5)

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***[Find Facebook graphics here](http://gu.tt/aiudropbox)***  
Satisfacer la necesidad de anticoncepción moderna en las regiones en desarrollo y asegurar que las mujeres embarazadas y sus recién nacidos reciban servicios esenciales de salud tendría un impacto significativo y de amplio alcance. [gu.tt/HaciendoCuentas2017](http://gu.tt/HaciendoCuentas2017)



[***Find Facebook graphics here***](http://gu.tt/aiudropbox)  
Los 214 millones de mujeres en regiones en desarrollo con necesidad insatisfecha de anticoncepción moderna representan la gran mayoría de embarazos no planeados. Asegurar que puedan superar barreras para la anticoncepción efectiva es crucial para reducir los embarazos no planeados. [gu.tt/HaciendoCuentas2017](http://gu.tt/HaciendoCuentas2017)

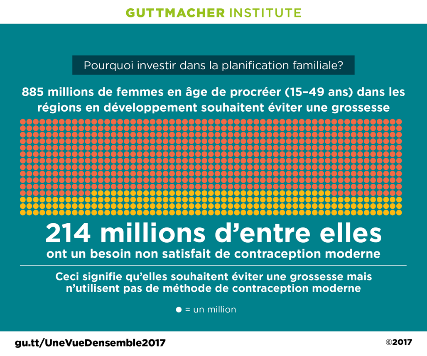


FRENCH SOCIAL MEDIA CONTENT

Link to Fact Sheet: [gu.tt/UneVueDensemble2017](http://gu.tt/UneVueDensemble2017)

Link to News Release: [gu.tt/MrgxmG](http://gu.tt/MrgxmG)  
  
**Tweets  
*All tweets can accommodate links and images***

***[Find Twitter graphics here](http://gu.tt/aiudropbox)***  
Hausse #contraception moderne dans régions en dév. mais besoin investissements continus en #planificationfamiliale [gu.tt/MrgxmG](http://gu.tt/MrgxmG)

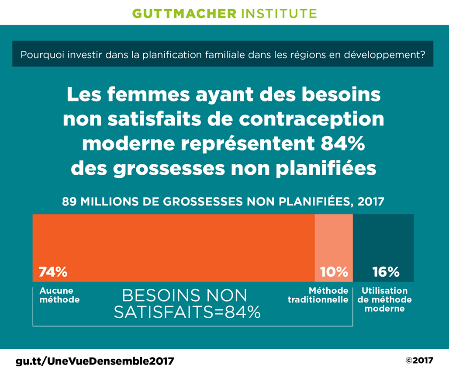
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[***Find Twitter graphics here***](http://gu.tt/aiudropbox)

Investir en soins de #contraception et de #santématernelle et #néonatale aurait des résultats percutants et élargis [gu.tt/UneVueDensemble2017](http://gu.tt/UneVueDensemble2017)

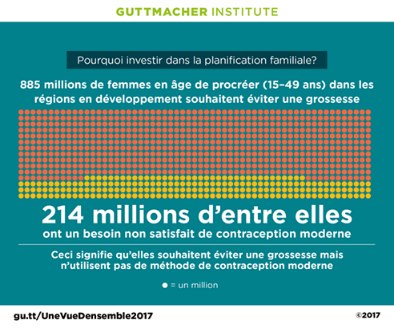


[***Find Twitter graphics here***](http://gu.tt/aiudropbox)  
La #contraception moderne peut aider à éviter des grossesses non planifiées dans le monde en développement [gu.tt/UneVueDensemble2017](http://gu.tt/UneVueDensemble2017)

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**Facebook Posts**

***[Find Facebook graphics here](http://gu.tt/aiudropbox)***  
NOUVEAU : Baisse du nombre de femmes des régions en développement ayant des besoins non satisfaits de contraception moderne de 225 millions (2014) à 214 millions (2017). Les investissements continus en planification familiale demeurent néanmoins essentiels pour soutenir les progrès. [gu.tt/MrgxmG](http://gu.tt/MrgxmG)



[***Find Facebook graphics here***](http://gu.tt/aiudropbox)  
Satisfaire aux besoins de contraception moderne dans les régions en développement et veiller à ce que les femmes enceintes et leurs nouveau-nés bénéficient des soins essentiels auraient un impact majeur et élargi. [gu.tt/UneVueDensemble2017](http://gu.tt/UneVueDensemble2017)



[***Find Facebook graphics here***](http://gu.tt/aiudropbox)  
Les 214 millions de femmes des régions en développement aux besoins de contraception moderne non satisfaits représentent l’immense majorité des grossesses non planifiées. Pour réduire ce nombre, il faut qu’elles puissent dépasser les obstacles à une pratique contraceptive efficace. [gu.tt/UneVueDensemble2017](http://gu.tt/UneVueDensemble2017)



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***Many thanks for helping to amplify these new findings on June 28 and beyond!***