




EAST AFRICA

GIRLS LEAD SUMMIT

RIISING ABOVE

 APRIL 23-24, 2024

 NAIROBI LEADERSHIP
ACADEMY

MEDIA KIT

- **How to Use the Media Kit:**

We invite you to use this content to promote the East Africa Girls Lead Summit 2025. The goal of this media kit is to spread the word about summit. Please feel free to use any of the information below to post on Facebook, LinkedIn, X (Formerly Twitter), or other social networks.

- **Handles:**

- [Facebook](#): Girl Up Kenya Official
- [Instagram](#): Girl Up Kenya Official, Girls Lead Network
- [X \(formerly Twitter\)](#): @Girl Up Kenya

- **Hashtags:**

Below are some recommended hashtags to include with your posts to help increase awareness. A best practice is to include about 3 hashtags per post on X (Formerly Twitter) and Facebook. On LinkedIn, use up to 5 per post!

- #RisingAbove
- #EAGLS2025
- #GirlsLeadAwards

- **Suggested Facebook, Instagram, Tiktok & LinkedIn Content:**

Below are the recommended Facebook, Instagram, TikTok and LinkedIn posts. We encourage you to add your personal touch, as these platforms are ideal for longer-form content. *Remember that posts with eye-catching images are proven to perform better on social media.* Increase engagement by replacing the automatically generated link preview with the picture we've provided below.

Suggested content for Speakers:

- *"I am excited to be a part of the East Africa Girls Lead Summit on April 23-24, 2025! Together, we'll empower young girls across East Africa to rise above challenges and become leaders of tomorrow. 🌍 This summit is a unique opportunity to support and inspire the next generation of female leaders. I'll be discussing **[insert session topic/description here]** during my presentation, and I look forward to working with fellow change-makers to shape a brighter future. Join me and register today: [Registration Link](#) : #RisingAbove #EAGLS2025 #GirlsLeadawards"*
- *"I am thrilled to announce my participation in the Girls Lead Awards on April 25, 2025! This is an incredible platform to discuss the empowerment of girls and young women as leaders. Together, we'll work to ensure girls have the tools, knowledge, and support to break barriers and lead with confidence. ✨ I can't wait to connect with passionate individuals and organizations working towards positive change. Join me at this inspiring event! #GirlsLeadawards #RisingAbove #EAGLS2025"*

Suggested content for Attendees/General:

- "Don't miss the chance to connect, learn, and grow with fellow change-makers at the East Africa Girls Lead Summit in Nairobi this April 23-24! ✨ I'm excited to travel from ***Mention your location!*** to meet fellow leaders who are passionate about empowering girls. Register today and be part of something special: [Registration Link](#) #GirlsLeadAwards #RisingAbove #EAGLS2025"
- "Will I see you at the Girls Lead Awards on April 25, 2025? 🗨️ This event is all about empowering girls to rise above and become leaders in their communities and beyond. Join us to learn from inspiring speakers, participate in powerful discussions, and engage with like-minded individuals. Don't miss out, register now: [Registration Link](#) #GirlsLeadAwards #RisingAbove #EAGLS2025"

Suggested content for Students:

- "Calling all future female leaders! Join me at the East Africa Girls Lead Summit in Nairobi on April 23-24, 2025! Let's come together to rise above challenges and make our voices heard as the next generation of powerful women leaders. 💪 #RisingAbove #EAGLS2025 #GirlsLeadAwards [Registration Link](#)
- "Attention all girls looking to lead! I'm excited to attend the E.A Girls Lead Summit on April 23-24th, 2025! It's time for us to shine and make a lasting impact. Together, we will rise above and break barriers! ✨ Register now: [Registration Link](#)

Suggested content for Sponsors:

- "We are proud to sponsor the East Africa Girls Lead Summit on April 23-24, 2025 in Nairobi! 🌍 This summit will be a powerful platform for empowering young girls across the region to rise above and lead. Join us in supporting this incredible event: #RisingAbove #EAGLS2025 #GirlsLeadAwards [Registration Link](#)
- "We are honored to be a sponsor of the E.A Girls Lead Summit on April 23-24, 2024! This summit will bring together girls and young women to rise above challenges, build leadership skills, and inspire one another. Together, we can make a real difference. [Registration Link](#)

• Suggested Content for X Posts (Formerly Tweets):

Below are the suggested "click-to-tweets". Log into your personal X (Formerly Twitter) account and click on one of the posts we've crafted below that resonates with you to share it with your network. *As noted above, posts with eye-catching images are proven to perform better on social media.* To maximize your impact and boost engagement, replace the auto-generated link preview with the image we've provided below!

Suggested content for Speakers:

- "Let's #RisingAbove together at the East Africa Girls Lead Summit (April 23-24, 2025)! I'm honored to be speaking on empowering young girls in East Africa. Don't miss this opportunity to shape the next generation of female leaders! Register now: [Registration Link](#) | #EAGLS2025 #GirlsLeadAwards"
- "Excited to announce I'll be speaking at the Girls Lead Awards on April 25, 2024! Let's #RisingAbove and help unlock the potential of girls worldwide. I'd love for you to join me in this powerful movement. Register today: [Registration Link](#) | #GirlsLeadAwards"
- "Join me at the East Africa Girls Lead Summit as I discuss how we can #RisingAbove challenges to empower the next generation of female leaders. Together, we can make a lasting impact! Don't miss out—register now: [Registration Link](#) | #EAGLS #GirlsLeadAwards"

Suggested content for Students:

- "Calling all future female leaders! The East Africa Girls Lead Summit is our moment to #RisingAbove! I'm attending—will you? Let's make a difference together and shape the future of girls' leadership. Register now: [Registration Link](#) | #EAGLS2025 #RisingAbove #GirlsLeadAwards"
- "Excited to join the Girls Lead Awards on April 25, 2025! It's time to #RisingAbove and lead with purpose. Let's unite and become the next generation of leaders. I'll see you there! [Registration Link](#) | #GirlsLeadAwards"

Suggested content for Sponsors:

- "We're proud to sponsor the East Africa Girls Lead Summit on April 23-24, 2025 in Nairobi! Let's work together to #RisingAbove and empower the next generation of female leaders. Join us: [Registration Link](#) | #EAGLS #GirlsLeadAwards"
- "As a sponsor of the Girls Lead Awards on April 25, 2025, we're committed to supporting girls and young women in leadership. Join us in making a powerful impact: [Registration Link](#) #GirlsLeadAwards #RisingAbove"

Images:

We encourage you to use a graphic with your postings for the summit. Click each image to download.

General Event Graphic



"I'm Attending the 2025 East Africa Girls Lead Summit" Graphic



"I'm Speaking" Graphic



"We're a Proud Sponsor" Graphic



"We're a Proud Partner" Graphic



SPONSORS

SIDE EVENT PARTNERS



MEDIA PARTNERS



OFFICIAL
HEALTHCARE
PARTNER

OFFICIAL
HYDRATION
PARTNER

OFFICIAL
REFRESHMENT
PARTNER

OFFICIAL
SNACK
PARTNER

