

Financial Resilience in Shea | Social Media Guide

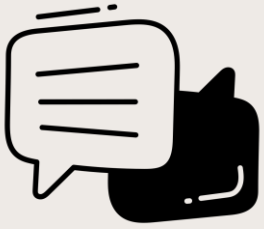


Background & Context



What is the background of this social media guide?

- Between 2021 and 2024, with the support of ELC and the ELC Charitable Foundation (ELCCF), **BSR developed a financial resilience training program**. Through various channels and partners, this program **trained an estimated 8,000 women on financial resilience**, resulting in a breadth of positive changes both for these women and their communities.
- This guidance is part of a **larger toolkit** for partners who are replicating the program and delivering trainings on financial resilience in (shea) communities.



What is the purpose and audience of this guide?

What is the purpose of this guide?

- The guide is designed to support partners of the program to effectively **communicate the positive impacts**, outcomes, and success stories stemming from training women on financial resilience through their social media platforms.
- It provides recommendations and template posts to **ensure inspiring and impactful social media engagement** that will help foster awareness, support, and **further collaboration on empowering women through financial resilience**.

Whom is this guide designed for?

- Partner organizations involved in implementing the financial resilience training program.
- Social media managers or communications staff within those organizations.

What is the intended audience of the social media posts?

- Industry peers or any stakeholders looking to launch social impact programs and who may be interested in conducting financial resilience trainings on their own.
- Community advocates or individuals who wish to share about and amplify the program's success stories.



This guide contains:



Recommendations for Communicating on Impact Through Social Media Posts

Some things to keep in mind to ensure your social media posts have engagement and reach your intended audience



Example Post & Best practices

An example of a social media post you can write and the elements it should ideally contain

Recommendations for Communicating on Impact Through Social Media Posts

★ Tell Authentic Stories with Visuals

Highlight **real-life stories from individuals or communities that benefited from the program**. Use photos or videos of participants (with consent) to make the impact tangible. Personal, visual narratives are more engaging and relatable than statistics alone.



★ Show Measurable Outcomes in Bite-Sized Formats

Share **compelling data points**, such as the number of people trained or examples of direct outcomes, using **infographics, short videos, or carousel posts**. Ensure these metrics are easy to understand and connect them back to the broader mission.

★ Invite Engagement and Empower Action

Use **calls-to-action (CTAs)** to invite followers to share their own stories, learn more about the program's efforts, or replicate the program itself. Ask questions, create polls, or encourage sharing posts to build a sense of community and participation.



Example Post for Social Media & Best Practices

A social media post should ideally contain the following elements:



An eye-catching visual

A clear and engaging title / hook

A Compelling Description or Caption

A Call-to-Action

#Relevant Hashtags



Empowering Women in Ghana's Shea Supply Chain

Thanks to ELCCF & BSR's financial resilience program, we have trained over 100 women in our cooperatives on financial resilience topics, leading to higher financial independence and improved living standards.

These programs have enabled women to enhance their financial literacy, access new income-generating opportunities, and contribute more significantly to their communities.

Join us in supporting the continued empowerment of women in shea. **Share this story** to celebrate these achievements and inspire resilience in your community!

#WomenInShea #FinancialEmpowerment #SheaLife
#Ghana #EconomicResilience #Action4shea



Things you can write about:



A case study or story of a member of your community who was trained

During your monitoring trips, you may have spoken to beneficiaries of the program who **shared stories about how they benefited from the program**. For example:

“Meet Marie, a mother of three from our shea collecting community in Ghana. Through our financial resilience training, Marie learned the importance of saving and how to access microloans.

With her savings and a small loan, she purchased a refrigerator, enabling her to sell chilled beverages and perishable goods in her village.

Marie's new venture has diversified her income, improved her family's living standards, and inspired other women in her community to pursue their entrepreneurial dreams.”



Some of the key impacts in numbers and outcomes of the trainings

You can write about the **number of people who you trained** through the program, the **partners** you've engaged with, the number of **communities** or cooperatives reached...

You can also write about some of the **positive changes in behaviour and outcomes** you've observed and talked about during monitoring, such as:

- ☐ Some of the results comparing baseline and endline (for example, 95% of women now track their savings)
- ☐ Any changes in women's self-confidence, their living standards, at the community level, overall financial autonomy
- ☐ Any observed changes in understanding and knowledge of financial topics, such as talking more about finances, saving more, taking out loans... among other things.

Image Guide:

We recommend you take pictures and share your own pictures in any post you create. Some example considerations for what makes a good picture are shown below. Please do not use the images below, they are provided as examples only.

Remember to always ask for consent before taking pictures of beneficiaries and sharing them publicly.



What makes a good picture?

High quality & well-lit

Features people and is authentic

Bright colors and focal element

Thank you



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