



# GAWE 2026 Social Media Plan

## Purpose

This guide is designed to support GCE members and partners in planning and delivering coordinated social media activities for Global Action Week for Education (GAWE) 2026, taking place from 20-25 April 2026. It provides a practical structure for sequencing the campaign posters, shaping platform-specific content, and adapting the global message to national contexts during the week.

The theme of GAWE 2026 is education financing, and the global call is to **Hold the Flame High** for education. Across the week, coalitions and networks can use social media to highlight regional and national advocacy and local realities, engage decision-makers, and mobilise members, educators, youth, communities, and partners around the right to education.

## How to use this social media plan

This plan is intended as a flexible reference document. It can be used as a shared framework and adapted to suit local priorities, political opportunities, campaign calendars, language needs, and platform strengths in each country.

Coalitions may choose to use the full six-day sequence, translate content, tag national institutions, or pair poster releases with country-level activities such as meetings, webinars, youth forums, media outreach, petitions, school actions, and public events.

## Core campaign framing

GAWE 2026 centres education financing as a political, social, and economic priority. The campaign message calls on governments and international partners to protect and increase financing for inclusive, equitable, quality public education and lifelong learning for all.

Key advocacy themes running through the week include stronger public investment in education, fair and accountable financing, investment in teachers, early childhood education, tax justice, debt justice, protection of official development assistance for education, and the need to prioritise education over war and secure education budgets amidst the crises.



## Core hashtags

Use these five core hashtags throughout the week for consistency across countries and platforms:

- #HoldTheFlameHigh
- #GAWÉ2026
- #EducationFinancing
- #RightToEducation
- #MultiplyPossibility

Optional hashtags can be selected according to the message of the day and the local audience focus:

- #SDG4
- #PublicEducation
- #TaxJustice
- #DebtJustice
- #InvestInTeachers

Coalitions can also add one country-specific hashtag, such as #GAWÉ2026Kenya or #HoldTheFlameHighNigeria, to support national visibility and make local content easier to track.

## Suggested posting schedule

A practical schedule for most coalitions and networks is one main post per platform per day, supported by live updates, Stories, quote cards, reposts, or short follow-up posts where useful. The strongest results usually come from keeping the daily message clear, using one lead poster per post, and linking online content to real advocacy actions taking place on the ground.

Recommended posting schedule:

- Facebook: 1-2 posts per day.
- Instagram: 1 feed post per day plus Stories.
- X: 2-4 posts per day, including live updates and tagging of public officials or institutions.
- LinkedIn: 1 policy-focused post per day.

## Poster release schedule

Date	Daily focus	Poster release	Suggested use
20 April	Campaign launch	Invest in Education, Transform Lives	Launch national GAWÉ activities and introduce the week.
21 April	Global solidarity and financing commitments	Secure ODA for Education, Support the Global Partnership for Education (GPE)	Link to donor accountability, partnership, and financing commitments.  Link to the letter writing and the country pledge activities during GAWÉ 2026
22 April	Children, youth, and foundational learning	Fund Early Childhood Education, Learn for Life	Connect with children and youth mobilisation, school outreach, and future-focused messaging.
23 April	Teachers and public systems	Invest in Teachers, Transform Education Systems	Highlight teacher shortages, system quality, and education workforce needs.
24 April	Structural solutions	Tax Justice Funds the Future and Solve the Debt Crisis, Finance Education	Use one in the morning and one later in the day for a stronger policy push.
25 April	Public priorities and campaign close	Fund Education, Not War and Finance Education, Build Lasting Peace	Close the week with strong values- based and peace-centred messaging.

This sequence gives coalitions a logical flow through the week. Start with the broad public message, move through solidarity and systems issues, and then close with the stronger structural and justice-focused calls.

## Daily schedule and sample posts

### 20 April - Launch Day



**Poster:** [Invest in Education, Transform Lives](#)

#### Coalition guidance

Use this as the opening message for the week. This is the broadest and most accessible poster, so it works well for introducing GAWE 2026, setting the tone, and inviting followers, members, schools, media, and partners to engage.

#### Facebook Post 1

Global Action Week for Education 2026 starts today. This week, education movements across countries are raising one message: **Hold the Flame High** for education financing. Investing in education transforms lives, strengthens communities, and builds a more just future.

#HoldTheFlameHigh #GAWE2026 #EducationFinancing #FundEducation #RightToEducation  
#MultiplyPossibility

#### Facebook Post 2

Education is a right, not a privilege. As GAWE 2026 begins, this is the moment to call for stronger public financing for education and for real commitment to inclusive, equitable, quality education for all.

#HoldTheFlameHigh #GAWE2026 #FundEducation #PublicEducation #SDG4

#### Instagram Post 1

GAWE 2026 begins today 🕒 Hold the Flame High for education financing. When governments invest in education, lives change.

#HoldTheFlameHigh #GAWE2026 #EducationFinancing #FundEducation #RightToEducation

#MultiplyPossibility

#### Instagram Post 2

This week is about action, solidarity, and accountability. Hold the Flame High for public education.

#HoldTheFlameHigh #GAWE2026 #PublicEducation #SDG4 #EducationForAll #MultiplyPossibility



### **X Post 1**

Today we launch #GAWÉ2026. The call is simple: #HoldTheFlameHigh and invest in education to transform lives. Education financing is a political choice.

### **X Post 2**

Education changes lives, but only when it is funded. Join us this week as we call for stronger public investment and accountability. #GAWÉ2026 #FundEducation #RightToEducation #MultiplyPossibility

### **LinkedIn Post 1**

GAWÉ 2026 opens with a strong public message: invest in education, transform lives. National coalitions can use this first day to frame education financing as essential to inclusion, justice, resilience, and long-term development.

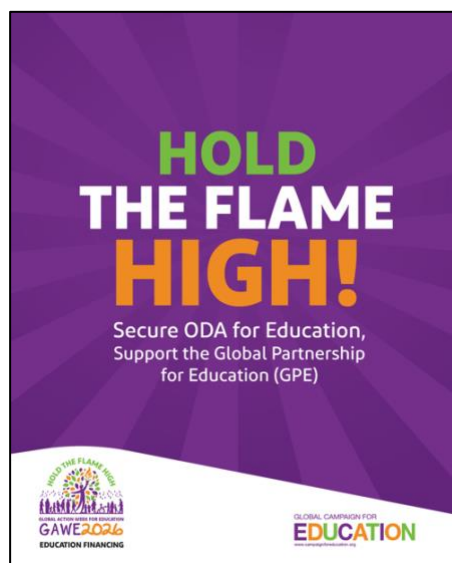
#HoldTheFlameHigh #GAWÉ2026 #EducationFinancing #RightToEducation #MultiplyPossibility

### **LinkedIn Post 2**

This is a strong day to tag ministries, parliamentary committees, education partners, and civil society allies, while setting out national asks linked to financing, equity, and public accountability.

#HoldTheFlameHigh #FundEducation #PublicEducation #SDG4 #MultiplyPossibility

## **21 April - ODA and financing commitments**



**Poster:** [Secure ODA for Education; Support the Global Partnership for Education \(GPE\)](#)

### **Coalition guidance**

Use this day to focus on donor responsibility, international solidarity, and the importance of predictable financing for education. This is also a good moment for coalitions to tag embassies, donor agencies, multilateral actors, and ministries involved in development cooperation.

### **Facebook Post 1**

Education systems need sustained and predictable financing. Today, national coalitions are calling for stronger support for education

through official development assistance and multilateral cooperation.

#HoldTheFlameHigh #GAWÉ2026 #EducationFinancing #FundEducation #RightToEducation #MultiplyPossibility



### **Facebook Post 2**

Protecting aid to education matters, especially where public systems face heavy pressure. Secure ODA for education and support strong global partnership for learning.

#HoldTheFlameHigh #GAWE2026 #SupportGPE #SDG4 #EducationForAll #MultiplyPossibility

### **Instagram Post 1**

Secure ODA for education. Support strong public education systems.

#HoldTheFlameHigh #GAWE2026 #EducationFinancing #RightToEducation #SupportGPE  
#MultiplyPossibility

### **Instagram Post 2**

Global solidarity matters. Education financing must be protected, strengthened, and made more predictable.

#HoldTheFlameHigh #FundEducation #GAWE2026 #SDG4 #PublicEducation #MultiplyPossibility

### **X Post 1**

Protect ODA for education. Strengthen global partnership and support national education systems. #GAWE2026

#HoldTheFlameHigh #SupportGPE #MultiplyPossibility

### **X Post 2**

Education financing needs both national commitment and international solidarity. Today's call: secure ODA for education. #GAWE2026 #FundEducation #MultiplyPossibility

### **LinkedIn Post 1**

This is a useful day for coalitions to highlight the relationship between domestic financing and international support for education. Public messaging can focus on the need for stable, equitable, and accountable financing partnerships that strengthen national systems.

#HoldTheFlameHigh #GAWE2026 #EducationFinancing #SupportGPE #MultiplyPossibility

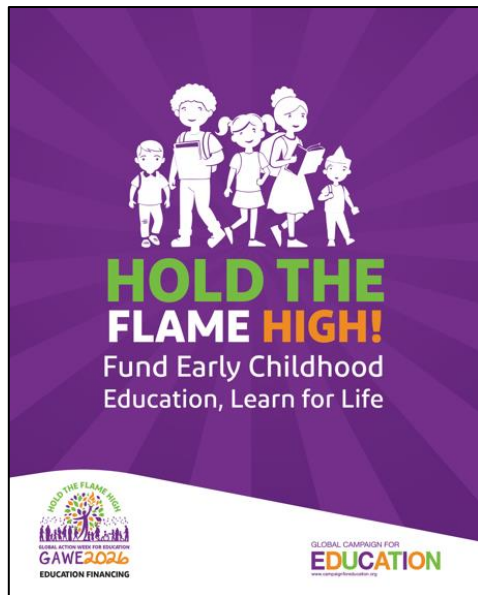
### **LinkedIn Post 2**

A concise policy message, paired with institutional tagging, can help position coalitions within wider conversations on financing commitments, donor responsibility, and multilateral education support.

#FundEducation #RightToEducation #SDG4 #PublicEducation #MultiplyPossibility



## 22 April - Early childhood and youth voice



**Poster:** *[Fund Early Childhood Education, Learn for Life](#)*

### **Coalition guidance**

Use this day to connect campaign messaging with children, youth, parents, caregivers, schools, and community actors. It is also a strong opportunity to feature youth voices, short testimonies, or quotes about why early learning matters.

### **Facebook Post 1**

Early childhood education lays the foundation for lifelong learning. Today, we call for stronger public financing so that every child can access quality early learning from the start.

#HoldTheFlameHigh #GAWE2026 #EarlyChildhoodEducation  
#LearnForLife #RightToEducation

### **Facebook Post 2**

A strong start matters. Financing early childhood education is one of the best ways to build more equitable education systems.

#HoldTheFlameHigh #FundEducation #EducationFinancing #SDG4 #PublicEducation

### **Instagram Post 1**

Fund early childhood education. Learn for life.

#HoldTheFlameHigh #GAWE2026 #EarlyChildhoodEducation #LearnForLife #FundEducation

### **Instagram Post 2**

Children deserve a strong start, and that starts with public investment.

#HoldTheFlameHigh #RightToEducation #EducationForAll #GAWE2026 #SDG4

### **X Post 1**

Early childhood education is foundational and it must be financed accordingly. #GAWE2026

#HoldTheFlameHigh #EarlyChildhoodEducation

### **X Post 2**

A strong start is a public responsibility. Fund early childhood education and support learning for life.

#FundEducation #GAWE2026



### **LinkedIn Post 1**

National coalitions can use this day to position early childhood education as a strategic and rights-based financing priority. This works especially well when paired with youth participation, caregiver voices, or evidence from national realities.

#HoldTheFlameHigh #GAWÉ2026 #EducationFinancing #EarlyChildhoodEducation

### **LinkedIn Post 2**

This is also a useful moment to connect financing debates with inclusion from the earliest years and with the long-term value of public investment in learning.

#FundEducation #RightToEducation #PublicEducation #SDG4

## **23 April - Teachers and system transformation**



*Poster: [Invest in Teachers, Transform Education Systems](#)*

### **Coalition guidance**

Use this day to focus on teacher shortages, training, working conditions, salaries, and the central role of teachers in strong public education systems. Coalitions may also coordinate with teacher unions, training institutes, and education workers' organisations for broader reach.

### **Facebook Post 1**

Teachers are central to quality education. Today we call for stronger financing for teacher recruitment, support, training, retention, and decent working conditions across the education system.

#HoldTheFlameHigh #GAWÉ2026 #InvestInTeachers #EducationFinancing #RightToEducation  
#MultiplyPossibility

### **Facebook Post 2**

There is no strong public education system without teachers. Investing in teachers means investing in transformation, quality, and equity.

#HoldTheFlameHigh #FundEducation #InvestInTeachers #PublicEducation #SDG4

### **Instagram Post 1**

Invest in teachers. Transform education systems.

#HoldTheFlameHigh #GAWÉ2026 #InvestInTeachers #FundEducation #RightToEducation



### Instagram Post 2

Teachers need support, financing, and dignity. Education systems depend on it.

#HoldTheFlameHigh #EducationFinancing #PublicEducation #GAWe2026 #SDG4

### X Post 1

No quality education without qualified, supported teachers. Invest in teachers and strengthen systems.

#GAWe2026 #HoldTheFlameHigh #InvestInTeachers

### X Post 2

Teacher shortages are a financing issue too. Fund salaries, training, support, and decent work. #FundEducation

#GAWe2026

### LinkedIn Post 1

This is a strong day for coalitions to present teacher investment as a systems issue, not only a staffing issue.

Messaging can connect financing choices to teacher supply, retention, quality, and education outcomes.

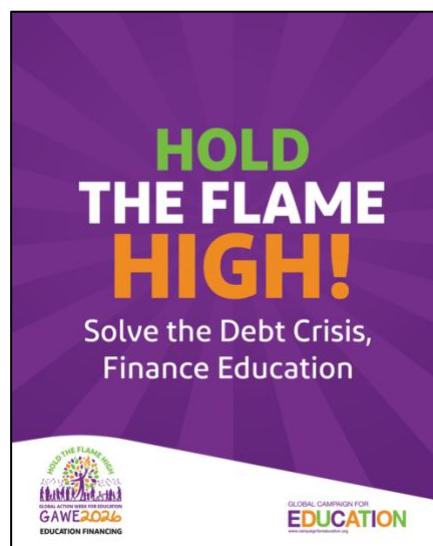
#HoldTheFlameHigh #GAWe2026 #InvestInTeachers #EducationFinancing

### LinkedIn Post 2

Where possible, coalitions can combine this post with a local teacher story, a short statement from an education union, or a national data point on teacher needs.

#FundEducation #PublicEducation #RightToEducation #SDG4

## 24 April - Tax justice and debt justice





**Poster 1:** *Tax Justice Funds the Future, Fair Taxes Ensure Quality Public Education for All*

**Poster 2:** *Solve the Debt Crisis, Finance Education*

### **Coalition guidance**

This is the most policy-heavy day of the week, so posts should stay simple. Coalitions can use the first poster to explain how fair taxation supports public services, and the second to show how debt burdens can restrict the financing available for education.

### **Facebook Post 1**

Fair taxation helps governments finance public education. Tax justice funds the future and supports quality public education for all.

#HoldTheFlameHigh #GAWE2026 #TaxJustice #EducationFinancing #PublicEducation #MultiplyPossibility

### **Facebook Post 2**

Debt pressure limits what many countries can invest in education. Solving the debt crisis is essential to expanding fiscal space for the right to education.

#HoldTheFlameHigh #DebtJustice #FundEducation #RightToEducation #GAWE2026

### **Instagram Post 1**

Tax justice funds the future.

#HoldTheFlameHigh #GAWE2026 #TaxJustice #FundEducation #PublicEducation #MultiplyPossibility

### **Instagram Post 2**

Solve the debt crisis. Finance education.

#HoldTheFlameHigh #DebtJustice #EducationFinancing #GAWE2026 #RightToEducation

### **X Post 1**

Tax justice is education justice. Fairer taxation can strengthen public financing for education. #GAWE2026

#HoldTheFlameHigh #TaxJustice #MultiplyPossibility

### **X Post 2**

Countries should not have to trade education for debt pressure. Solve the debt crisis and finance education.

#GAWE2026 #DebtJustice #FundEducation

### **LinkedIn Post 1**

National coalitions can use this day to link education financing to broader economic justice debates. Framing tax



justice as part of the solution helps connect education advocacy with public interest fiscal reform.

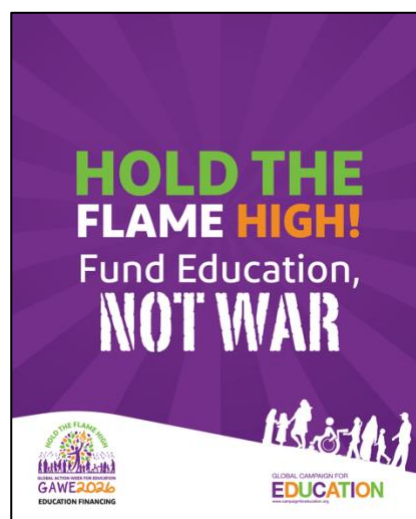
#HoldTheFlameHigh #GAWÉ2026 #TaxJustice #EducationFinancing

### LinkedIn Post 2

Debt justice messaging can focus on fiscal space, public priorities, and the need for sustainable financing that allows governments to protect education systems rather than weaken them.

#DebtJustice #FundEducation #RightToEducation #PublicEducation

### 25 April - Public priorities, peace, and campaign close



**Poster 1:** *[Fund Education, Not War](#)*



**Poster 2:** *[Finance Education, Build Lasting Peace](#)*

### Coalition guidance

Use the closing day to bring the week together with a strong values-based message. This is a good time to share photos, videos, reflections, commitments, media coverage, and short recaps of national actions carried out during the week.

### Facebook Post 1

Fund education, not war. Public choices matter, and financing education is one of the strongest ways to build justice, dignity, and opportunity.

#HoldTheFlameHigh #GAWÉ2026 #FundEducationNotWar #EducationFinancing #RightToEducation



### **Facebook Post 2**

Education helps build lasting peace. As GAWE 2026 closes, we renew the call to protect and expand financing for education as a foundation for inclusion, social cohesion, and hope.

#HoldTheFlameHigh #FundEducation #Peace #PublicEducation #GAWE2026 #MultiplyPossibility

### **Instagram Post 1**

Fund education, not war.

#HoldTheFlameHigh #GAWE2026 #FundEducationNotWar #RightToEducation #SDG4

### **Instagram Post 2**

Finance education. Build lasting peace.

#HoldTheFlameHigh #FundEducation #PeaceThroughEducation #GAWE2026

#PublicEducation#MultiplyPossibility

### **X Post 1**

Fund education, not war. Different political choices can build better futures. #GAWE2026 #HoldTheFlameHigh

#FundEducationNotWar

### **X Post 2**

Education is part of peacebuilding. Finance education and build lasting peace. #GAWE2026 #FundEducation

#PeaceThroughEducation #MultiplyPossibility

### **LinkedIn Post 1**

This closing message allows coalitions to bring together the week's key themes: public investment, justice, solidarity, equity, and accountability. It is also a strong moment to state the coalition's next advocacy steps beyond campaign week.

#HoldTheFlameHigh #GAWE2026 #EducationFinancing #RightToEducation

### **LinkedIn Post 2**

A short campaign recap post can also be effective on this day, especially when it includes photos, key engagement moments, meeting highlights, and one or two follow-up demands addressed to decision-makers.

#HoldTheFlameHigh #FundEducation #PublicEducation #GAWE2026



## **Platform-specific tips**

### **Facebook**

Use Facebook for advocacy captions that are slightly longer, more explanatory, and more community-facing. This is a strong platform for event promotion, photo albums, partner tagging, and national mobilisation content.

### **Instagram**

Use Instagram for high-visibility visuals, consistent branding, Stories, reposts, and youth-friendly messaging. Shorter captions usually work best, especially when paired with strong imagery and one clear call to action.

### **X**

Use X for short advocacy copy, rapid reaction, event amplification, and direct tagging of ministries, parliamentarians, donor agencies, and public institutions. This is also the best platform for live updates from meetings, actions, webinars, and forums.

### **LinkedIn**

Use LinkedIn for policy-facing messages and coalition positioning. Posts can be slightly more formal and can connect the daily poster to national policy demands, financing issues, stakeholder accountability, and partnership asks.

## **Practical tips for coalitions**

- Adapt the sample posts to national realities, using country-specific examples, policy asks, and institutions where relevant.
- Translate posts into national and local languages where useful.
- Add alt text to every poster post for accessibility.
- Tag ministries of education and finance, parliamentary committees, donor missions, national commissions, education partners, unions, and media where appropriate.
- Pair online messaging with offline actions such as meetings, petitions, webinars, school events, or community mobilisations.
- Repost coalition member content throughout the week to show momentum and shared ownership.
- Keep visuals consistent and avoid overloading posts with too many hashtags.



## **Suggested daily checklist**

- Confirm the poster and caption for the day.
- Tag relevant national and international actors. For days 1, 2 and 3, tag GPE as GAWE 2026 supports the GPE replenishment campaign.
- Share at least one live update, Story, or repost from a member or partner.
- Capture photos, quotes, and short videos from activities.
- Save links, screenshots, and engagement results for campaign follow-up.

## **Closing note**

This guide is meant to help national education coalitions and networks run coordinated, visible, and adaptable social media activities throughout GAWE 2026. The most effective use of this social media plan will come from combining consistent global messaging with strong national adaptation, timely posting, relevant tagging, accessible content, and clear advocacy demands.