

# Digital Media Pack for the Launch of the Global Health 50/50 2024 Report: "Gaining Ground"

## Introduction

The ground breaking 2024 Global Health 50/50 Report, “Gaining Ground”, is a critical analysis of gender equality and diversity within leadership across 201 global organisations active in health. This year’s report highlights significant progress and persistent disparities, urging structural changes and accountability to create more inclusive and equitable organisations across the world.

By sharing this report widely, you can help us amplify its impact, inspire action, and drive the changes needed to achieve true gender equality in global organisational leadership.

Your voice is essential in spreading this message and advocating for a fairer world.

Below, you'll find a set of tailored resources and pre-drafted social media posts designed to make supporting the report launch as easy as possible for you.

## Links to social media pages Global Health 50/50 social media

Global Health 50/50 will be running a strategic digital campaign around the launch of the report over the next few weeks. If you're pressed for time but still want to support the launch, you can help with just a few clicks. Simply click on the links below to share, like, or comment on our posts. Your support is invaluable and can make a significant impact!

X/Twitter – <https://twitter.com/globalhlth5050>

LinkedIn - <https://www.linkedin.com/company/globalhealth5050/>

Instagram - <https://www.instagram.com/globalhealth5050/>

GH5050 website - [Global Health 50/50 \(globalhealth5050.org\)](https://globalhealth5050.org)

Report Homepage - <https://globalhealth5050.org/2024-report/>

## Resources for Organisations Included in the Report

### Twitter Post Options:



1. "Proud to be featured in the @GlobalHlth5050 Report! We've made strides in gender equality, but there's much more to do. Read the full report and join us in driving change: <https://globalhealth5050.org/2024-report/> #GenderEquality #InclusiveLeadership"
2. "We're in the @GlobalHlth5050 Report! Discover our progress and challenges in advancing gender equality in global health. Let's continue the journey together: <https://globalhealth5050.org/2024-report/> #DiversityInLeadership"

### **LinkedIn Post Suggestion:**

"We are excited to share that we are featured in the Global Health 50/50 2024 Report, "Gaining Ground"! This comprehensive analysis highlights our progress in achieving gender equality in leadership and the areas where we need to improve. We are committed to driving structural changes and fostering an inclusive environment. Read the full report and join us in advocating for a more equitable global health sector. <https://globalhealth5050.org/2024-report/> #GH5050 #GenderEquality #InclusiveLeadership"

### **Instagram Post Suggestion:**

"Proud to be featured in the @globalhealth5050 Report! We've made significant strides in gender equality, but our journey is far from over. Read the full report and join us in driving change for a more inclusive and equitable global health sector. Link in bio. #GenderEquality #DiversityInLeadership #GlobalHealth"

### **Suggested Email to Share with your Partners, Funders, Board, etc.:**

Subject: We Are Featured in the Global Health 50/50 2024 Report!

Dear [Recipient's Name],

We are thrilled to share that we are featured in the ground breaking Global Health 50/50 2024 Report, "Gaining Ground". This report provides a detailed analysis of gender equality and diversity within leadership across organisations working in global health, highlighting our progress and the areas where we can improve.

We are committed to fostering an inclusive environment and driving the structural changes necessary to achieve true gender equality. We invite you to read the report and join us in advocating for a more equitable and just global health sector.

Read the full report here: <https://globalhealth5050.org/2024-report/>

Thank you for your continued support.

Best regards,

[Your Name]

[Your Position]

[Your Organisation]

## Resources for Partners and Advisors of GH5050

### Twitter Post Options:

1. "Proud to support the important work of @GlobalHlth5050 in advancing gender equality. The 2024 Report is out! Let's drive change together: <https://globalhealth5050.org/2024-report/> #InclusiveLeadership #GlobalHealth"
2. "The @GlobalHlth5050 2024 Report is a call to action for us all! Together, we can achieve true gender equality in global organisational leadership. Read and share: <https://globalhealth5050.org/2024-report/> #GenderEquality #DiversityInLeadership"

### LinkedIn Post Suggestion:

"As a proud supporter of Global Health 50/50, we are excited to announce the launch of their 2024 Report, "Gaining Ground". This report is a comprehensive analysis of gender equality in global health leadership, highlighting significant milestones and persistent disparities. We stand with GH5050 in advocating for structural changes and accountability. Read the report and join us in driving the change for a more inclusive and equitable global health sector. <https://globalhealth5050.org/2024-report/> #GH5050 #GenderEquality #InclusiveLeadership"

### Instagram Post Suggestion:

"We're proud supporters of @globalhealth5050 and excited to announce the launch of their much anticipated 2024 Report! Let's drive change and achieve true gender equality in global health leadership. Read and share the report. Link in bio. #GenderEquality #DiversityInLeadership #GlobalHealth"

## Resources for Wider Audiences and Activism

### Twitter Post Options:

1. "The @GlobalHlth5050 2024 Report is here! Discover key findings on gender equality and join the movement for change: <https://globalhealth5050.org/2024-report/> #InclusiveLeadership #GenderEquality"
2. "Only 2% of nonprofit global health board seats are held by women from low-income countries. It's time for change. Read the @GlobalHlth5050 2024 Report: <https://globalhealth5050.org/2024-report/> #GenderEquality #DiversityInLeadership"

### LinkedIn Post Suggestion:

"The Global Health 50/50 2024 Report, "Gaining Ground", is a crucial read for anyone committed to gender equality. The report highlights significant progress and ongoing disparities, calling for urgent structural changes and accountability. Join us in spreading the word and advocating for a fairer, more inclusive global health sector. Read the full report here: <https://globalhealth5050.org/2024-report/> #GH5050 #GenderEquality #InclusiveLeadership"

### Instagram Post Suggestion:



"The ground breaking @globalhealth5050 2024 Report is out! It highlights key progress and persistent disparities in gender equality within global health leadership. Let's spread the word and drive the change for a more inclusive and equitable world. Link in bio. #GenderEquality #DiversityInLeadership #GlobalHealth"

## Recommended hashtags for use when creating your own posts

- #GH5050
- #GenderEquality
- #InclusiveLeadership
- #DiversityInLeadership
- #GlobalHealth
- #HealthEquity
- #WomenInLeadership
- #PayEquity
- #GenderParity
- #AccountabilityForChange
- @GlobalHlth5050 (Twitter)
- @globalhealth5050 (Instagram)

## Imagery and digital asset bank

To include we transfer link as well as tiles.





*(Currently being populated – awaiting next version of the report and Blossom’s assets)*