

International Women's Day 2023 - How-To Guide

International Women's Day (IWD) takes place on Wednesday 8th March under the theme of 'Embrace Equity'. The theme is grounded in principles of gender parity, diversity, and inclusion, seeking to break stereotypes and biases, and striving for a world where we can all be accepted and thrive.

As in previous years, we'd love for the entire game to unite in this moment to recognise and celebrate the wonderful Women's & Girls' game, from the elite level through to the grassroots.

OBJECTIVES:

- To make cricket the UK's most inclusive sport.
- Driving cricket's progress to becoming a truly gender-balance sport.
- Unite the County network and grassroots cricket in celebrating this year's IWD theme of [#EmbraceEquity](#).
- Drive a sense of pride and celebration among the W&G recreational community by capturing and sharing content that recognises achievements and togetherness.

HOW CAN COUNTIES, CLUBS, PLAYERS, COACHES, OFFICIALS & VOLUNTEERS GET INVOLVED?

Last year, IWD came just after the launch of We Got Game, and we asked for your help to spread the word far and wide to help establish an online Instagram community of young women and teenage girls who could benefit from connecting with others and receiving highly relevant content that promotes the women's and girls' game and players.

This year, you can get involved once again by using We Got Game on Instagram, to demonstrate your Counties as well as grassroots clubs and team's commitment to [#EmbraceEquity](#), being part of a bigger conversation around the topic, while also celebrating moments and people that make you proud.

WHAT SHOULD WE DO?

[#Photosthatmakeusproud](#)

- This is an opportunity to be part of the We Got Game Instagram activity during 8th March, where ECB will be sharing photos from across the professional women's game that make us proud (e.g., England Women's players at the Commonwealth Games Opening Ceremony).
- Counties, clubs, teams, coaches, officials & volunteers can all share their own image/s that make them proud on Instagram and tag [@wegotgameofficial](#) [#wegotgame](#) [#photosthatmakeusproud](#) and [#EmbraceEquity](#).
- ECB will select a range of photos that are shared, brand them with a We Got Game frame and share on the Instagram channel at the end of the day/over the following days.

Social Media Assets

- In addition, we have provided static assets that can be used on social media to show that Counties, teams and clubs [#EmbraceEquity](#).
- The assets can be found on the ECB Resource Hub here- [https://resourcehub.ecb.co.uk/web/6a63ae2175a67b62/we-got-game/..](https://resourcehub.ecb.co.uk/web/6a63ae2175a67b62/we-got-game/) Counties should provide this link to clubs and teams to access the assets directly.
- Don't forget to include the [@wegotgameofficial](#) [#wegotgame](#) and [#EmbraceEquity](#) tags so that all social / digital activity is connected.



KEY MESSAGES:

From the [IWD website](#) and requiring credit if used:

- Imagine a gender-equal world. A world free of bias, stereotypes, and discrimination. A world that's diverse, equitable, and inclusive. A world where difference is valued and celebrated. Together we can forge women's equality. Collectively we can all [#EmbraceEquity](#). [#IWD23](#) [#wegotgame](#) [@wegotgameofficial](#)
- Our county/club/team, coaches, officials and volunteers are celebrating International Women's Day by sharing the photo/s that make us proud to (be female / play cricket / be a team / change the game). Together we [#EmbraceEquity](#). [#IWD23](#) [#wegotgame](#) [#photosthatmakeusproud](#) [@wegotgameofficial](#)