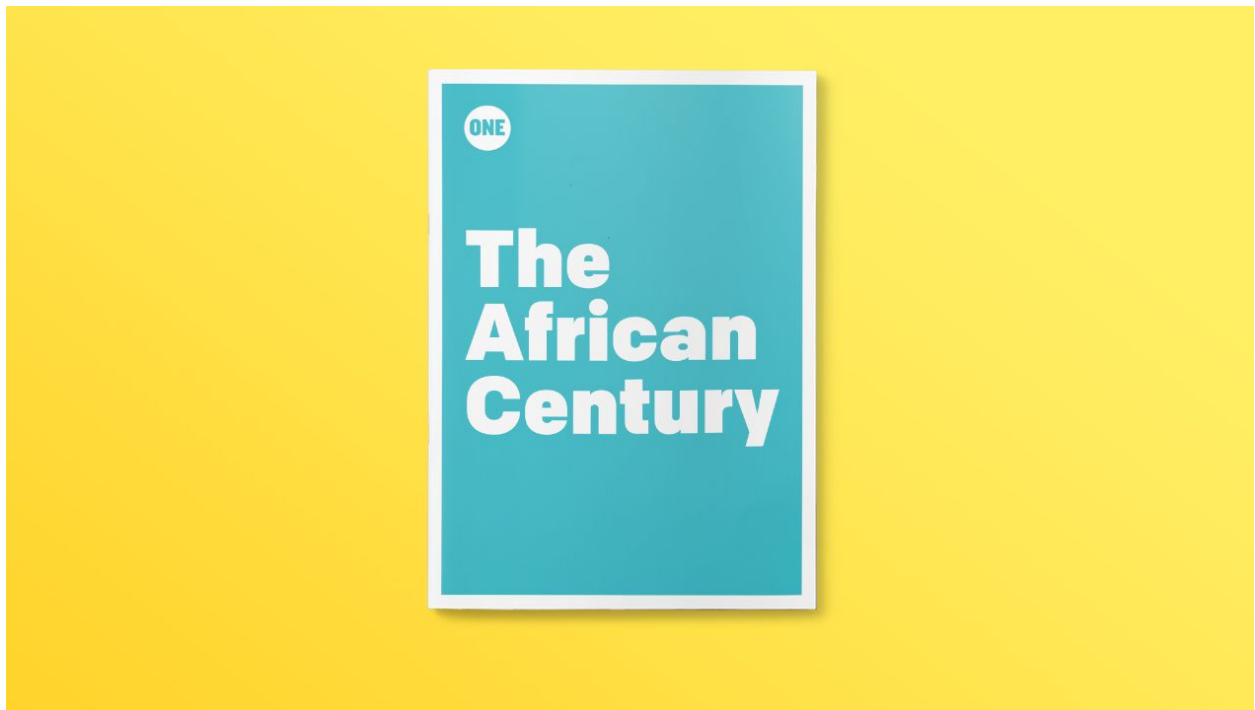


The African Century

SOCIAL MEDIA TOOLKIT

ONE's report, [The African Century](#), presents evidence on the risks and opportunities of the current demographic development in Africa. It calls for a new partnership with Africa which doubles investments in education, employment and empowerment to support a programme of economic and policy reform across the continent.



We've created share graphics, pictured above, for your social channels.

Download the share graphics here:

ENG - <http://bit.ly/2sEHNeS>

DE - <http://bit.ly/2sGILbJ>

FR - <http://bit.ly/2sHSHR6>

NL - <http://bit.ly/2sHEDXY>

Use the following link to direct your friends and followers to the content:

- The African Century Brief: <http://bit.ly/2s408VO>
- The African Century Blog: <http://bit.ly/2sDpJlu>

SAMPLE SOCIAL MEDIA

Below is sample language to include on your posts across different platforms.

TWITTER/INSTAGRAM

1. The 21st century is the #AfricanCentury. Why? Find out in @ONEcampaign's new #G20 Brief - [stat graphic and link]
2. Africa's youth population is facing a unique opportunity. What is it? @ONEcampaign knows: [link + stat graphic] #AfricanCentury
3. African leaders mustn't miss the opportunity to introduce 450M new workers into the economy by 2035. [link + stat graphic]
4. What will Africa's population look like by 2050? @ONEcampaign crunched the numbers in their new #G20 Brief: [link]
5. What could yield \$112-152 BILLION a year for developing countries? Addressing the gender gap in education. [quote graphic + link]
6. Africa's youth population is set to surpass that of all G20 countries in less than 50 years. [link]