

INTERNATIONAL MUSEUM OF WOMEN

MUSLIMA | MUSLIM WOMEN'S
ART & VOICES



**Partner Outreach Messaging for
*Muslima: Muslim Women's Art & Voices***

Launch: March 7, 2013

Runs through December 2013

To learn more about *Muslima*, visit muslima.imow.org or email team@imow.org
Visit us at imow.org, [facebook.com/InternationalMuseumofWomen](https://www.facebook.com/InternationalMuseumofWomen), or twitter.com/IMOWomen

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Twitter Toolkit

Thank you for committing to using your social media platforms to spread the word about *Muslima*! Please use the **#muslimavoices** hashtag and highlight the *Muslima* website: muslima.imow.org

If possible, we recommend tweeting about the exhibition at least once a week. The primary goal is to get your followers and constituents to retweet or send the same tweet and **spread the word**. Follow IMOW [@IMOWomen](https://twitter.com/IMOWomen) for more messaging.

The below tweets can be used for launch day on March 7, 2013 or for the first few weeks of the exhibition.

Sample tweets to share with your networks – please adapt for your organization as needed:

General Announcement:

- OPENING: #Muslima: Muslim Women's Art & Voices, a dynamic online #exhibit by @IMOWomen muslima.imow.org #MuslimaVoices
- Don't miss #Muslima—an online #exhibit of Muslim women's art & voices from all over the globe muslima.imow.org #MuslimaVoices
- RECOMMENDED: #Muslima—an online #exhibit of Muslim women's art & voices from around the globe muslima.imow.org #MuslimaVoices
- JUST OPENED: #Muslima an online #exhibit that defies stereotypes of Muslim women by @IMOWomen muslima.imow.org #MuslimaVoices
- Discover Muslim women artists & writers at #Muslima, a new online #exhibit by @IMOWomen. Visit muslima.imow.org #MuslimaVoices
- #Muslima is a new online #exhibit from @IMOWomen about Muslim women, visit muslima.imow.org and change your perception!

Campaign:

Help us spread the word about our SPEAK UP! LISTEN UP! campaign to support the empowerment of Muslim women worldwide and encourage diverse global dialogue by encouraging your followers to sign up.

- Join @IMOWomen to speak out against pervasive negative stereotypes. Check out #Muslima and join the campaign! <http://bit.ly/13rrToe>

- Be a *trendsetter*: join @IMOWomen #Muslima campaign #Listen Up! Speak Out!
<http://bit.ly/13rrToe>
- #Listen Up! Speak Out! Help to change common perceptions and misconceptions! #Muslima
<http://bit.ly/13rrToe>
- #Listen Up! Speak Out! Support the efforts of Muslim women worldwide #Muslima
<http://bit.ly/13rrToe>
- Stereotypes get in the way of understanding. Join Listen Up! Speak Out! From @IMOWomen #Muslima <http://bit.ly/13rrToe>
- Join us & @IMOWomen to speak out against negative #Muslima stereotypes. Join the campaign & explore the exhibit. <http://bit.ly/13rrToe>
- End misconceptions about Muslim #women. Join @IMOWomen's ListenUp! Speak Up! campaign. <http://bit.ly/13rrToe> #Muslima
- Listen Up! Speak Out! is a new movement supporting the efforts of Muslim women worldwide. Everyone welcome. <http://bit.ly/13rrToe> #Muslima
- Help @IMOWomen reach their goal of 15,000 women & men pledging to support Muslim women's efforts worldwide. <http://bit.ly/13rrToe>

Call for Submissions:

- @IMOWomen wants to feature the artwork and stories of Muslim women from around the world! Submit your work today! <http://bit.ly/13rrQZD>
- The #Muslima exhibit is growing! Call for submissions: submit your stories and artwork! Make your voice heard! <http://bit.ly/13rrQZD>
- The #Muslima exhibit from @IMOWomen is seeking unique artwork from Muslim women worldwide – join the exhibit today! <http://bit.ly/13rrQZD>
- Are you a #Muslima w/art or a story to share? Submit it to #MuslimaVoices, an online exhibit by @IMOWomen. <http://bit.ly/13rrQZD>
- Muslim women everywhere! Submit your stories & art to #Muslima Voices, an online exhibit by @IMOWomen. <http://bit.ly/13rrQZD>
- Spread the word! @IMOWomen is collecting the art & stories of #Muslima worldwide for their new online #exhibit! <http://bit.ly/13rrQZD>

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Facebook Toolkit

General Announcement:

- Check out *Muslima: Muslim Women's Art & Voices*, a groundbreaking online exhibition recently launched by the International Museum of Women. Part exhibition, part call to action – the site features an amazing roster of artists, writers, musicians, and other women from all over the world who are defining their own identities and defying negative stereotypes. Explore at muslima.imow.org and share!
- *Muslim Women's Art & Voices* is a groundbreaking online exhibition recently launched by the International Museum of Women. Part exhibition, part call to action, the site features a constantly evolving roster of artists, writers, musicians, and other women from all over the world who are defining their own identities and defying negative stereotypes. Check it out at muslima.imow.org
- Just launched! Our partners at the International Museum of Women have created a new online exhibition, “Muslima: Muslim Women's Art & Voices,” which features the artwork and leadership of Muslim women around the world. Check it out! muslima.imow.org
- Discover Muslim women's art & stories at the new online exhibit organized by the International Museum of Women. Meet Muslim women from all over the world who are defining their own identities and defying negative stereotypes. muslima.imow.org

Campaign:

- Our partners at the International Museum of Women just launched a campaign to promote understanding, diversity, and dialogue with their new initiative *Muslima: Muslim Women's Art & Voices*. Sign up today and help them reach their goal of 15,000 signatures! Will you join?
muslima.imow.org/campaign
- When we deny the diversity and potential of a group of people, we deny the world of ideas, imagination, and solutions. Join our partners at the International Museum of Women in their campaign to promote greater understanding and dialogue with their new initiative, *Muslima: Muslim Women's Art & Voices*. Sign up today. muslima.imow.org/campaign

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Call for Submissions:

- Do you have a story to tell? Share it with the word—the International Museum of Women is now accepting submissions for their new exhibition, *Muslima: Muslim Women's Art & Voices*. Submit by April 15! <http://muslima.imow.org/add/content>
- Take part in the *Muslima: Muslim Women's Art & Voices* exhibition! Submit your creative work by April 15 for consideration. Art, photography, video, creative writing and more are accepted. Spread the words and share with your networks! <http://muslima.imow.org/add/content>

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Banners and Widgets

Add callouts, banners, and buttons to your webpage so that viewers can easily click to learn more about the exhibition. The images are available in **several size dimensions**. Please choose one that best suits your organization's web dimensions and add it to your homepage or website. Make sure to **link all images** to muslima.imow.org

[See all available widgets and download them here >>](#)



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Spread the Word

Here are some additional ideas to help you spread the word about *Muslima: Muslim Women's Art & Voices*.

- **Write an original blog post about *Muslima*.** IMOW can post and cross-post original blogs on our “Her Blueprint” blog that address the themes of our exhibition. Please connect with Krista Walton Potter at kw Walton@imow.org if you are interested in posting a blog.
- **Add a mention of *Muslima* in an upcoming newsletter**
Newsletter and Facebook posting blurbs:

Check out [Muslima: Muslim Women's Art & Voices](http://muslima.imow.org), a groundbreaking online exhibition recently launched by the International Museum of Women. Part exhibit, part call to action—the site features a constantly evolving roster of artists, writers, musicians, and other women from all over the world who are defining their own identities and defying negative stereotypes. muslima.imow.org

OR

[Muslima: Muslim Women's Art & Voices](http://muslima.imow.org) is a groundbreaking online exhibition recently launched by the International Museum of Women. Part exhibit, part call to action—the site features a constantly evolving roster of artists, writers, musicians, and other women from all over the world who are defining their own identities and defying negative stereotypes. muslima.imow.org

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About IMOW and IMOW Logo

If you would like to add IMOW's logo and/or about description on your site, please do!

The International Museum of Women (IMOW) is an innovative online museum that showcases art, stories and ideas to celebrate and advance the lives of women around the world. IMOW's online exhibitions inspire creativity, awareness and action on vital global issues for women. For more information and to explore the museum's exhibitions, go to www.imow.org



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exhibiting change™