

Women's Digital Financial Inclusion Advocacy Hub

Campaign Toolkit #3: Enablers of WDFI for Women-Led MSME's

We are closing our “Accelerating Gender Equality with Access to Digital Financial Services” campaign with a Day of Action to drive coalition members (and their constituencies / stakeholders) toward action to promote and enable WDFI. We have written a white paper, “Advancing Women-led MSMEs through Digital Financial Inclusion,” on 9 enablers of WDFI for women-led MSMEs, which highlights examples and case studies from coalition members and other organizations against these enablers. We are launching this paper (and other assets) around the UN's World MSME Day (27 June) to bring attention to the importance of women-led MSMEs and how WDFI can drive their businesses.

By using this toolkit, coalition members can coordinate their advocacy efforts to provide a louder and more coordinated collective voice to boost awareness and drive action.

Creative Assets:

Graphics:

- **Carousel post ([PDF](#) and [zip file](#)):** Key action points on enablers (9) for digital financial inclusion of women (These can be shared as one post or even as individual posts, whatever seems relevant to the members)
- **[GIF on why focusing on women-led MSMEs is important for the Hub:](#)** Economic Empowerment, Gender Equality and Poverty Alleviation as key themes with highlights from the white paper

Content Copy for Social Media:

Please use the below social media captions and creative assets, as relevant to your organization. They can also be used to share the link to the white paper. (If you don't want to use the carousel or GIF)

LinkedIn and Facebook Posts:

You may directly copy and paste, edit, or create your own copy to ensure it fits with your brand voice. Don't forget to use the hashtag #ItsHerEconomyToo!

Note for LinkedIn: We suggest sharing carousel as “document upload,” not as a post with individual images, for the best reader experience.

Carousel:

As a collective, the Women's Digital Financial Inclusion Advocacy Hub aims to champion accessible and affordable #digital products/services for women that holistically address barriers and consider their unique needs and aspirations.

This white paper highlights key actions that are vital for creating an ecosystem where women-led businesses can thrive through improved access to digital financial services and tools that integrate digital financial capability.

These actions have the potential to increase the digital and #financialinclusion of women-led MSMEs and ensure that the last-mile women customers are not left behind in the march towards #EconomicEmpowerment.

Read successful case studies from our coalition members: <https://bit.ly/3zjKBFe>

#ItsHerEconomyToo

GIF:

Empowering women-led MSMEs in the Global South through digital #FinancialInclusion isn't just about economic growth—it's about building resilient communities and fostering inclusive development. By leveraging digital financial tools, we unlock the potential of millions of #WomenEntrepreneurs, allowing them to transform their lives, uplift their communities, and strengthen their economies.

#DigitalEmpowerment #ItsHerEconomyToo

Read more here: <https://bit.ly/3zjKBFe>

Twitter/X Posts:

You may directly copy and paste, edit, or create your own copy to ensure it fits with your brand voice. Don't forget to use the hashtag #ItsHerEconomyToo!

Please note this copy is optimized for free Twitter/X accounts with 280-character limits. You may add more copy if you have Premium access.

Carousel:

The Women's Digital #FinancialInclusion Advocacy Hub champions accessible, affordable digital products/services for women, addressing their unique needs. Read key actions to help women-led businesses thrive: <https://bit.ly/3zjKBFe>

#ItsHerEconomyToo

GIF:

Empowering women-led MSMEs in the Global South with digital financial tools drives #EconomicGrowth, builds resilient communities, and fosters inclusive development because #ItsHerEconomyToo.

Read more: <https://bit.ly/3zjKBFe>