

# CODE RED: HOW TO POST

ON MAY 28TH 2021 FOR  
MENSTRUAL HYGIENE DAY

# CODE RED: HOW TO POST

**STEP 1:** Go to Sanitation First's instagram page @sanfirstuk

**STEP 2:** Tap the  icon above the grid

**STEP 3:** Tap the post called 'CODE RED'

**STEP 4:** Tap 

**STEP 5:** The filter will upload to your screen

## FOR YOUR STORIES:

1. Take your selfie & upload to your stories!
2. Follow it with our campaign 'FACE INEQUALITY' asset
3. Tag @sanfirstuk

**Optional:** @ 5 friends to face it too!

**Add:** #CodeRed #BarbaraKruger #MenstrualHygieneDay #YourBodyIsABattleGround

**With swipe up and/or link in bio:** Add the fundraising link!

**With a generous donation:** Please screengrab your confirmation & add this to your stories to help encourage others!

## FOR YOUR GRID:

1. Save your image & add to your grid! (You can tap the filter to make the words stand still!)
2. Add the comment: (Feel free edit)

PERIODS ARE A HUMAN FUNCTION. EDUCATION IS A HUMAN RIGHT.  
Every year, 10 million children in India leave school when their periods start.  
Time to face the equality emergency @sanfirstuk

(Option to add): I nominate 5 friends to face inequality @name @name @name @name @name:  
Post your selfie with the CODE RED filter and donate to @sanfirstuk >> link in bio.  
#CodeRed #BarbaraKruger #MenstrualHygieneDay #YourBodyIsABattleGround

**With link in bio:** Add the fundraising link!

**Fundraising link:** <https://www.totalgiving.co.uk/mypage/codered>

**We would love you to post on stories, the grid... or both!**



# EXAMPLE: STORIES ACTIVATION



Access to the stories **CAMPAIGN ASSET** can be found here  
(please select the appropriate download for you:

- [Stories asset with Swipe up](#)
- [Stories asset with Link in bio](#)
- [Stories asset with No link / CTA](#)

## EXAMPLE: GRID ACTIVATION



### COMMENT:

**PERIODS ARE A HUMAN FUNCTION.  
EDUCATION IS A HUMAN RIGHT.**

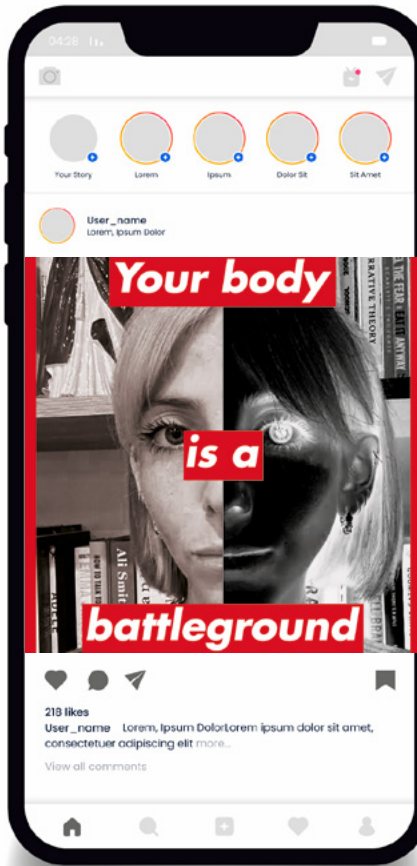
Every year, 10 million children in India leave school when their periods start. Time to face the equality emergency @sanfirstuk

**(Option to add): I nominate 5 friends to face inequality @ @ @ @ @: Post your selfie with the CODE RED filter and donate to @sanfirstuk >> link in bio.**

**#CodeRed #BarbaraKruger  
#MenstrualHygieneDay  
#YourBodyIsABattleGround**

# MORE FILTER EXAMPLES

Scarlett  
Curtis



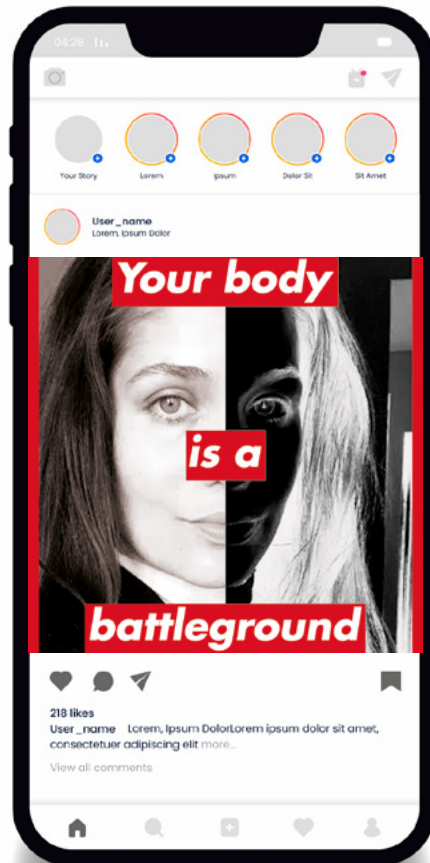
Priya, our  
amazing MD!



Anissa  
Kermiche



Lola Kirke



Thank you for supporting us!



If for any reason you are unable to join in the social posting but would still like to support us with a generous donation, please do so via our fundraising page, thank you!

<https://www.totalgiving.co.uk/mypage/codered>