

# POSTING GUIDE



**CORRECT  
THE INTERNET**



Help make sportswomen visible

# What's in here?

In this folder you'll find a variety of different videos and images that you can post on your social channels, whether that's Facebook, Instagram, Twitter, LinkedIn, or anywhere else you'd like.

You'll also find our hero video of Serenity that you can share on your channels too.



# How to post?

Please post your favourite post plus the hero video on your social accounts. There's a variety to pick from so you can choose what you know will resonate best with your specific audience.

**Post date:** 21st of January onwards (NZ Time)

**Tag:** Make sure you tag us on [Facebook](#) & [Instagram](#)

@CorrectTheInternet and use the hashtag

#CorrectTheInternet

**Link:** [www.correcttheinternet.com](http://www.correcttheinternet.com)

You can also share our posts from our [Facebook](#) & [Instagram](#) if you don't want to post yourself.

These will be going live from: 7pm, 20th of January (NZT).

# Copy pointers

A woman in profile, looking out over a large stadium filled with spectators. The stadium lights are visible in the background, creating a dramatic, high-contrast scene.

**You know your audience best and they follow you because they want to hear from you, so your copy (captions) should sound like you.**

**But if you're stuck on what to write, here's some examples:**

1. We need your help. The internet has learnt to prioritise male athletes in our search results, even when the facts put women first. And that's not right. But together we can fix it. Help us correct the internet to make sportswomen more visible.
2. Search 'who has scored the most goals in international football?' The facts say Christine Sinclair. The internet says Cristiano Ronaldo. This is just one of many search results out there that incorrectly put a man ahead of a woman. Together we can fix it, but we need your help.
3. When little girls search the internet for inspiring sportswomen, all they see is men. Why? Because the internet has learnt to prioritise sportsmen, even when the facts put sportswomen first. And that's not right. So now, we're going to fix it. But we need your help.
4. Many of the world's greatest athletes are women. But when you search the internet, it prioritises the achievements of sportsmen, even when sportswomen who are statistically better. Together we can fix it. Help us correct the internet to make sportswomen more visible.
5. You probably had no idea that the top goal scorer in international football is actually a women. That's because the internet tells you it's a man. And that's just one of many searches that incorrectly put a sportsman ahead of a sportswoman. Now we need your help to fix it.