

WHAT IS THE BTS CAMPAIGN?

August marks the time of year when most children return to school, including those in the countries Anera serves. The BTS campaign (not to be confused with K-Pop boy band, BTS) will highlight Anera's work that supports young students and educate the wider public on issues unique to the refugee students we serve through a series of videos and graphics on social media. It also will emphasize the intersectional issues that may negatively impact education such as poverty, child labor, and food insecurity. Education is a multifaceted approach. We want to promote continued education by equipping families with the tools they need to keep kids in school and provide quality education.

HIGHLIGHTED/ RELEVANT ANERA PROGRAMS

- F2F (Gaza)
- KG building & ECD support (WB & GZ)
- Sama Project (LB)
- School supplies kits (LB)
- Educational laptops (JD)

WHAT IS THE PURPOSE?

This is an opportunity to fundraise for our programs that promote school readiness, such as F2F, and educational development, such as the development of schools and supplying them with resources. Additionally, we can really emphasize Anera's support of Sustainable Development Goal 4: Quality Education.

WHY COULD THIS WORK FOR ANERA?

Content that features children (according to our paid ads) and educational content that highlights the issues unique to our beneficiaries (according to our organic engagement) performs exceptionally well.

WHAT CONTENT WILL BE SHARED ON SOCIAL MEDIA?

- Instagram Reels and YouTube Shorts
 - What is food insecurity? How does it impact students?
 - Is breakfast really the most important meal of the day for growing minds?
 - Getting safely to school can be dangerous in Gaza. Anera brings more schools to the area so children can get to school quickly and safely
- Instagram, Facebook, YouTube, LinkedIn, and Twitter
 - Personal story from Sandra about the student she met
- Instagram
 - Graphic: What is "Invisible Hunger?"
 - Only 1/3 of five year olds participate in educational programs in Palestine
 - Child labor over school. In some areas in Lebanon, child labor rates rose to 45 percent. How do we keep kids in school?
 - Reasons kids in Gaza might drop out of school
- Instagram, Facebook, and Twitter
 - Photos of students that benefit from our programs and their dreams for the future