

# SOCIAL MEDIA MESSAGES



WORLD WATER DAY  
2026



This World Water Day, we're asking: **Water for equality – what does it mean to you?**

When safe water and sanitation are available close to home, women and girls gain **TIME, HEALTH, SAFETY, OPPORTUNITY, VOICE.**

Across the world, women and girls bear the brunt of the global water crisis. It's time to centre them in water solutions – not only as users, but as leaders.

This includes engaging men and boys as allies in promoting safe water, sanitation and hygiene for all, and in challenging the norms and behaviours that hold women and girls back.

*That's why this year's campaign is called 'Where water flows, equality grows'.*

Join the conversation. Share your views this #WorldWaterDay on what water for equality means to you.

Learn more on [www.worldwaterday.org](http://www.worldwaterday.org)  
Hashtag: #WorldWaterDay

## Water for equality means... TIME

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Water for equality means **TIME** – hours back for women and girls to study, work, rest, and thrive.

Safe water close to home saves precious hours.

*What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### Instagram

Water for equality means **TIME**.

TIME to learn. TIME to grow. TIME to thrive.

With safe water close to home, women and girls gain back precious hours for more useful and enjoyable activities.

*What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### Facebook

Water for equality means **TIME** – the hours women and girls regain when safe water and sanitation are close to home.

When safe water systems serve everyone, entire families and communities also benefit – especially women and girls.

Data from 53 countries show that women and girls spend **250 million hours every day** collecting water – over three times more than men and boys – time that could be used to study, work, rest, and enjoy. Access to safe water restores freedom and potential.

Women and girls bear the brunt of the global water crisis. It's time to centre them in water solutions.

*What does water for equality mean to you? Join the conversation.*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### LinkedIn

Water for equality means **TIME** – one of the most valuable resources we can give back to women and girls.

Data from 53 countries show that women and girls spend 250 million hours every day collecting water – over three times more than men and boys. That's time taken from learning and earning. When safe water and sanitation are available close to home, women can contribute fully to society and the economy.

When women are empowered, everyone thrives.

Help shape the conversation: *What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

## Water for equality means... HEALTH

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Water for equality means **HEALTH**.

Safe water prevents disease, saves lives, and helps families thrive.

Join the global conversation: *What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### Instagram

Water for equality means **HEALTH**.

Unsafe water causes illness and death – especially for children.

Safe water brings life and hope – keeping families healthy and communities strong.

*What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### Facebook

Water for equality means **HEALTH**.

Unsafe water, sanitation, and hygiene cause around **1,000 child deaths every day**. Safe water reduces disease and keeps families healthy. It's the cornerstone of wellbeing and prosperity.

Every drop counts. Join the conversation: *What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### LinkedIn

Water for equality means **HEALTH** – the heart of wellbeing and resilience.

Access to safe water is essential for women's and girls' health and dignity, especially during menstruation and pregnancy. Yet, more than 1 billion women still lack access close to home.

We must act now to secure health for all – managing water as a shared good for a sustainable, gender-equal future.

Help shape the conversation: *What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

## Water for equality means... SAFETY

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Water for equality means **SAFETY** – no more long, risky walks for water.  
When water flows close to home, women and girls can live and learn without fear.

*What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### Instagram

Water for equality means **SAFETY**.

For millions, fetching water from distant sources means facing danger along the way.

Safe water close to home protects women and girls and brings peace of mind.

Share what water for equality means to you.

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### Facebook

Water for equality means **SAFETY**.

For too many people, collecting water means walking alone for miles, navigating danger.

Access to safe water close to home lowers risk, reduces illness, and builds stronger, safer communities. When women and girls are safe, whole communities are stronger.

It's time to centre women and girls in water solutions.

*What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### LinkedIn

Water for equality means **SAFETY** – being able to meet a basic human need without fear.

In many countries, women and girls face harassment or violence while fetching water from distant or unsafe sources. Providing safe, accessible water close to home transforms lives, enabling women to participate fully in society.

As we face growing risks, from a changing climate and water-related disasters to financing shortfalls, from social norms to governance gaps, safe water systems are essential to resilience, gender equality, and peace.

Join the dialogue: *What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

## Water for equality means... OPPORTUNITY

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Water for equality means **OPPORTUNITY** – to learn, work, and lead.

When women have access to safe water, equality flows.

*What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### Instagram

Water for equality means **OPPORTUNITY**.

When women and girls have water close to home, they gain freedom and the chance to shape their future.

Water unlocks opportunity for all.

*What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### Facebook

Water for equality means **OPPORTUNITY**.

With access to safe water, women can start businesses, grow food, and lead their communities. Without it, inequality deepens. Water empowers women and girls to play their full part in building stronger, more resilient societies.

*What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### LinkedIn

Water for equality means **OPPORTUNITY** – for growth, participation, and prosperity.

Access to safe water boosts women's workforce participation, drives local economies, and improves family wellbeing. It's both a basic human right and a strategic investment.

As we face global challenges – from the cost of living crisis to climate shocks – water must be managed as a shared resource that empowers everyone to thrive.

Join the conversation: *What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

## Water for equality means... VOICE

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Water for equality means having a **VOICE** – women leading decisions about our most precious resource.

Equality starts with being heard.

Join the conversation: *What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### Instagram

Water for equality means having a **VOICE**.

Women manage water every day, yet they're often excluded from decisions.

Equality starts with being heard.

*What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### Facebook

Water for equality means having a **VOICE**.

Women play vital roles in managing water but remain underrepresented in leadership. 14% of countries still have no mechanisms to ensure the effective participation of women in decision-making and water management. It's time to centre women and girls in water solutions. Help shape the conversation: *What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)

### LinkedIn

Water for equality means having a **VOICE** – in leadership, governance, and decision-making. Women manage water in their homes and communities every day, yet they remain underrepresented where decisions are made.

Women and girls must shape the future of water. We need a transformative, rights-based approach to solving the water crisis, where women's voices and agency are fully recognized.

Join the global dialogue: *What does water for equality mean to you?*

#WorldWaterDay [www.worldwaterday.org](http://www.worldwaterday.org)