



UMAN
TOK

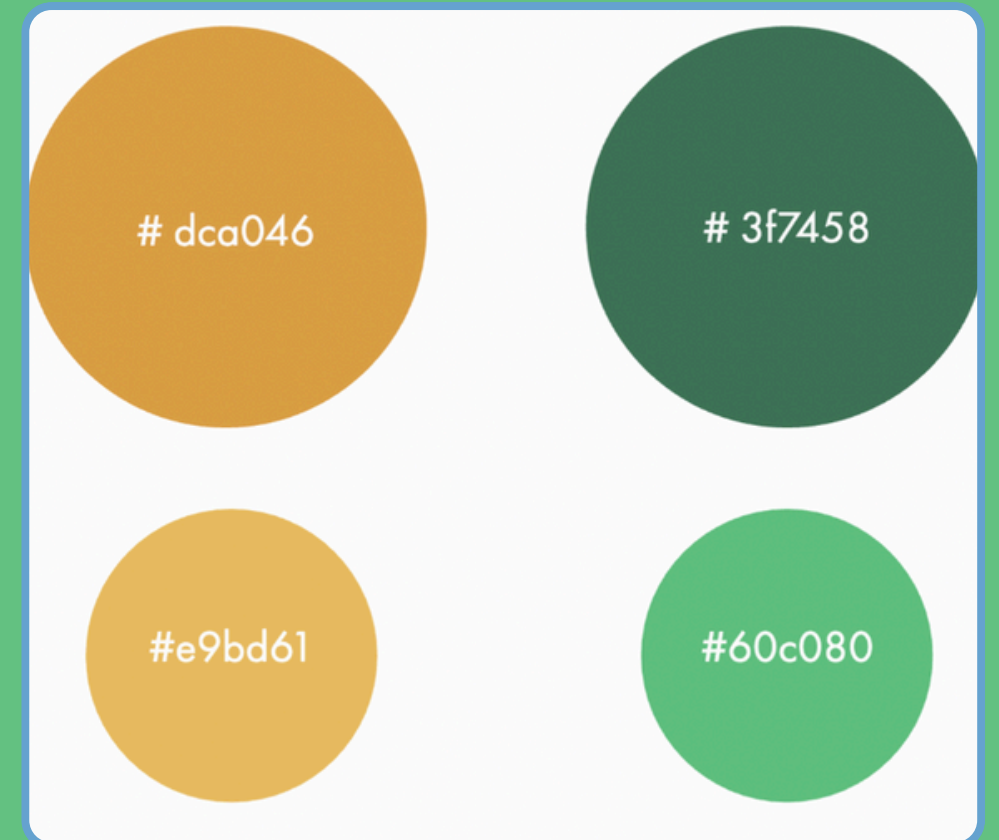
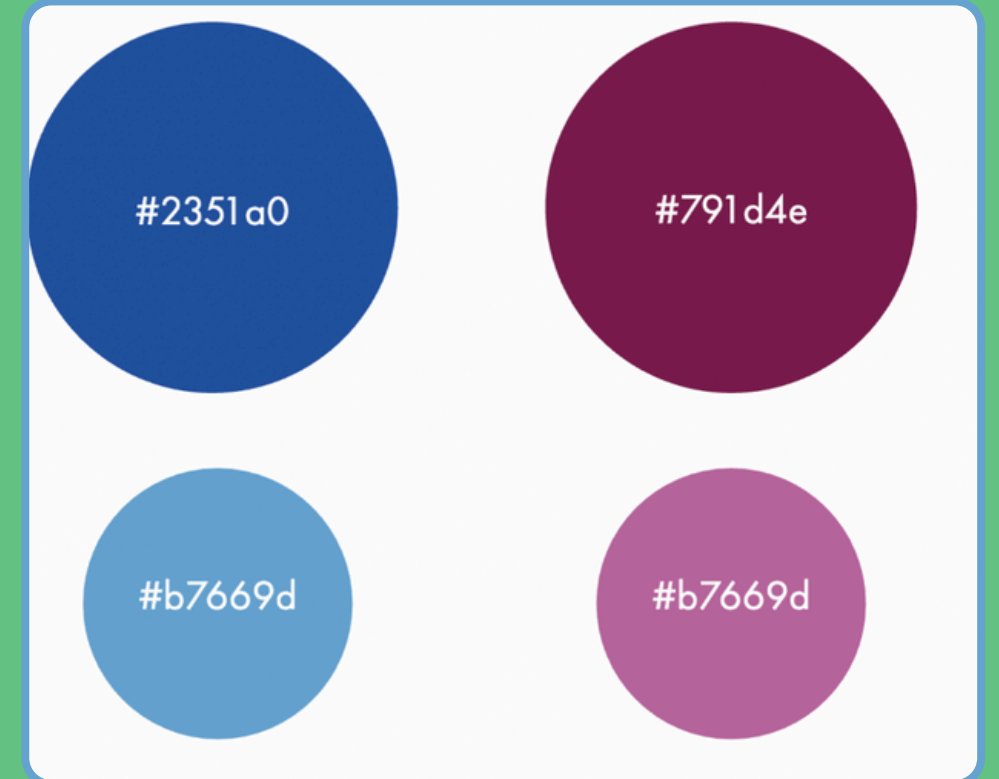
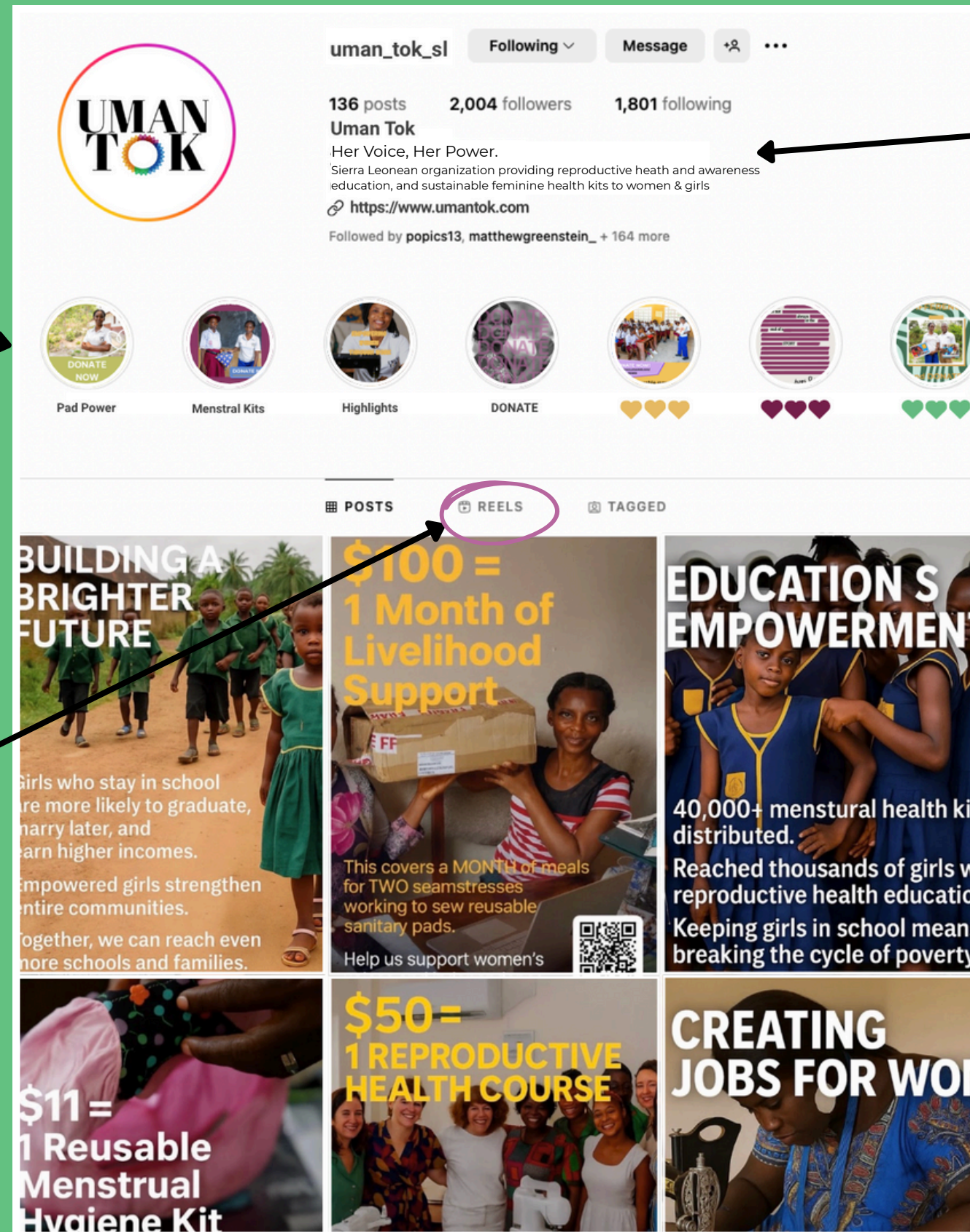
Instagram

New Mock-Up

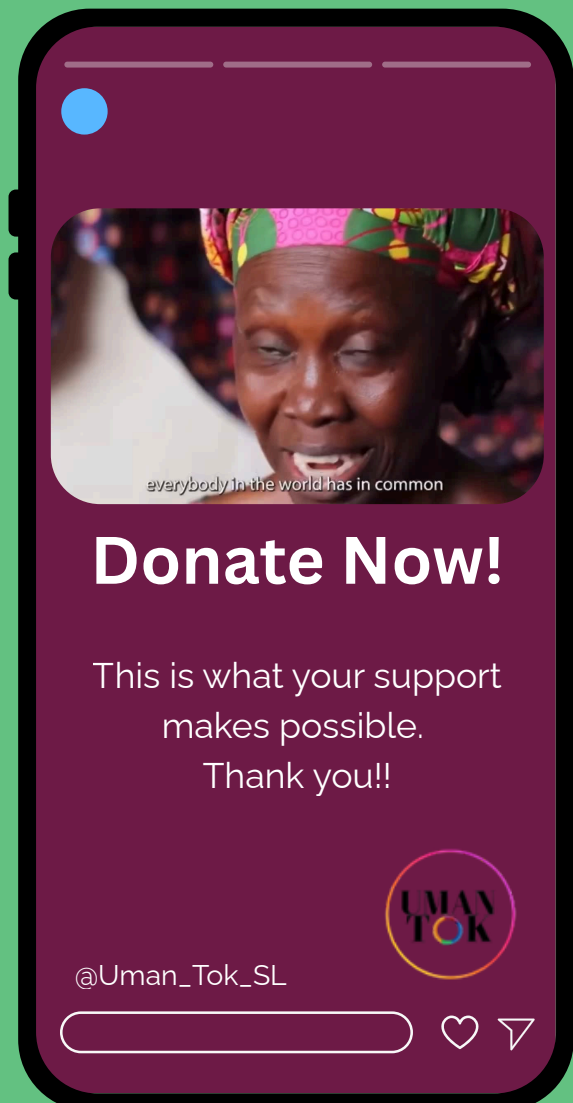
New Highlights!

New bio!
“Her Voice,
Her Power”

New
Reels!



Keeping the same color palette
throughout the feed to keep consistency



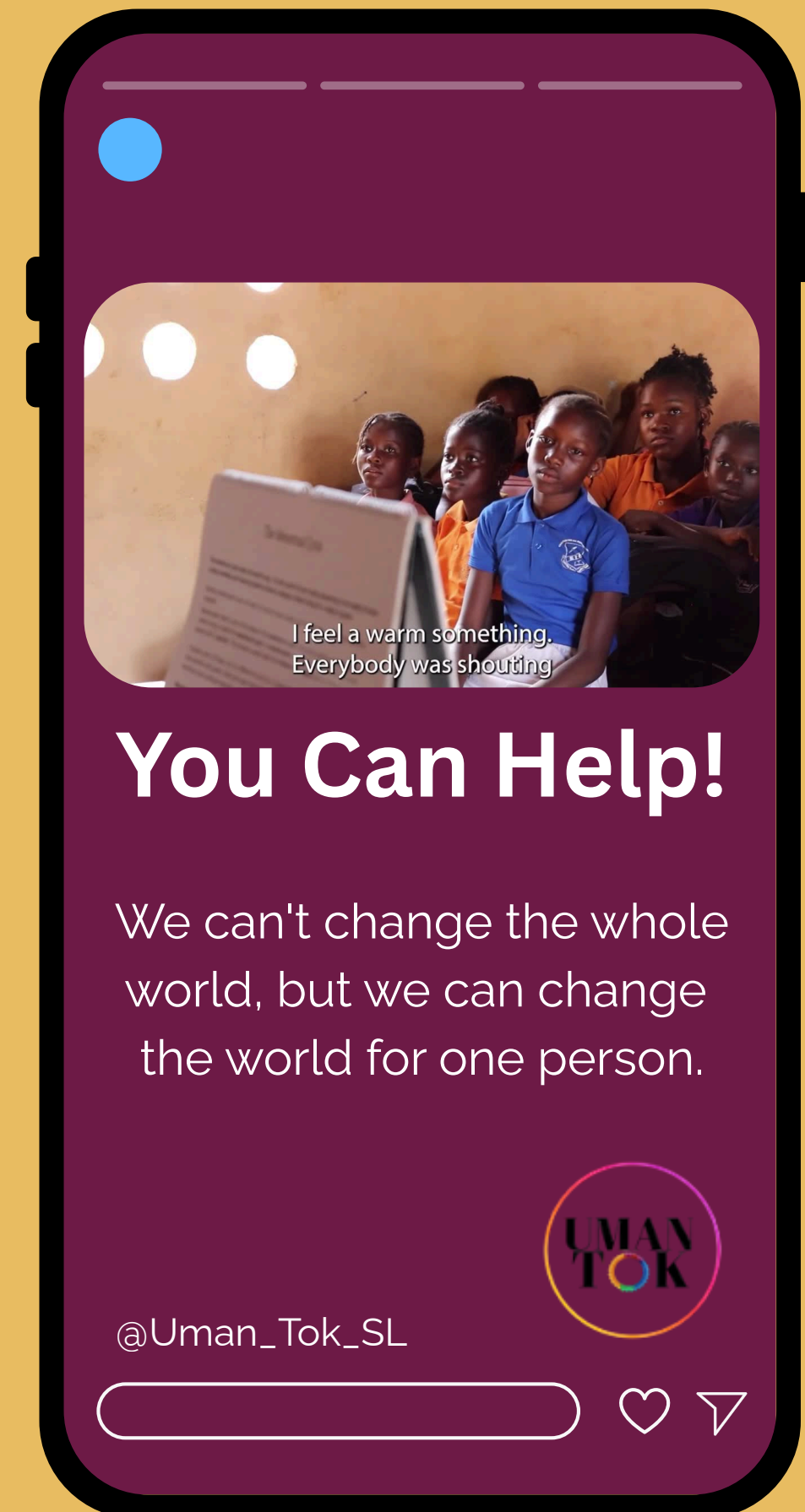
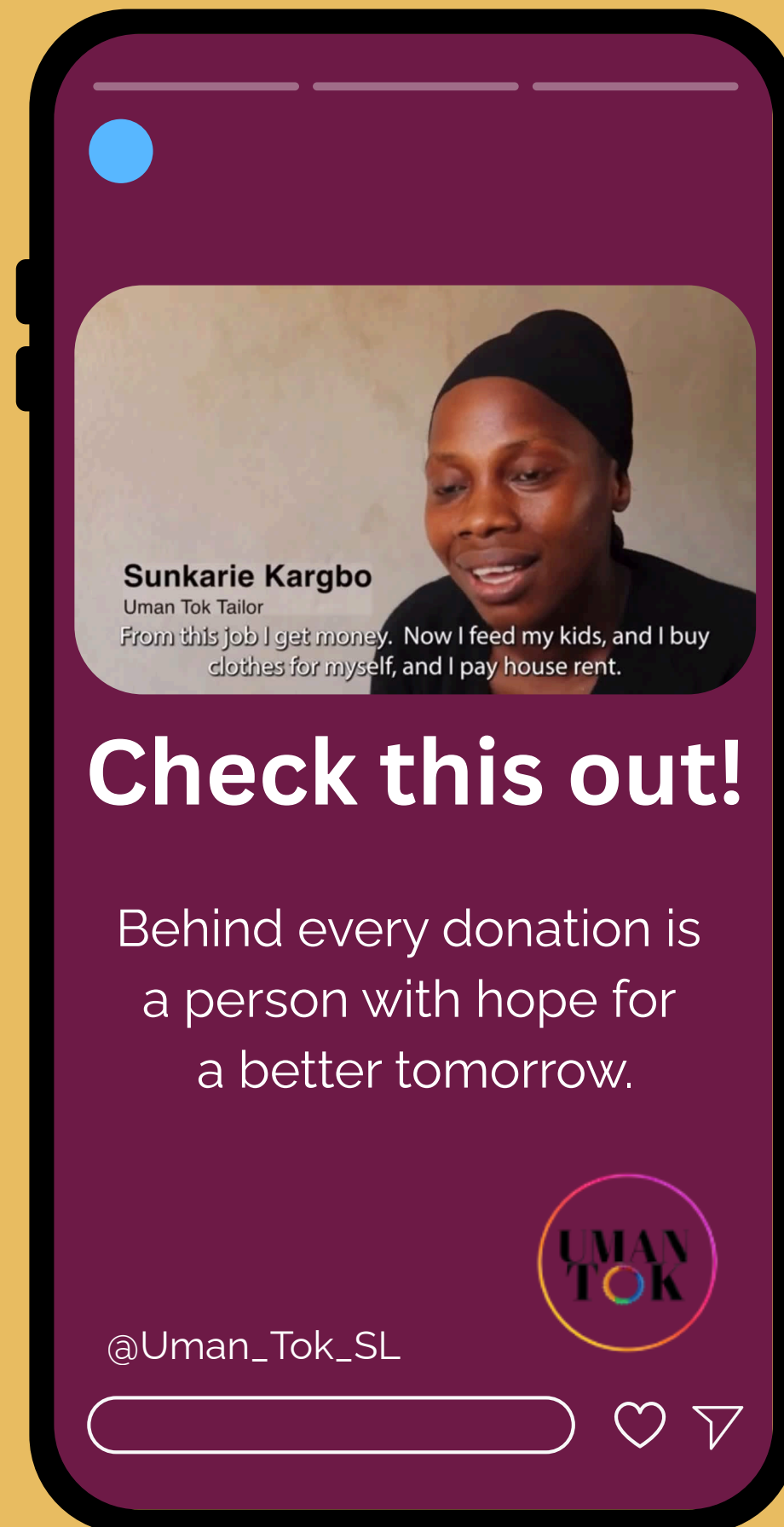
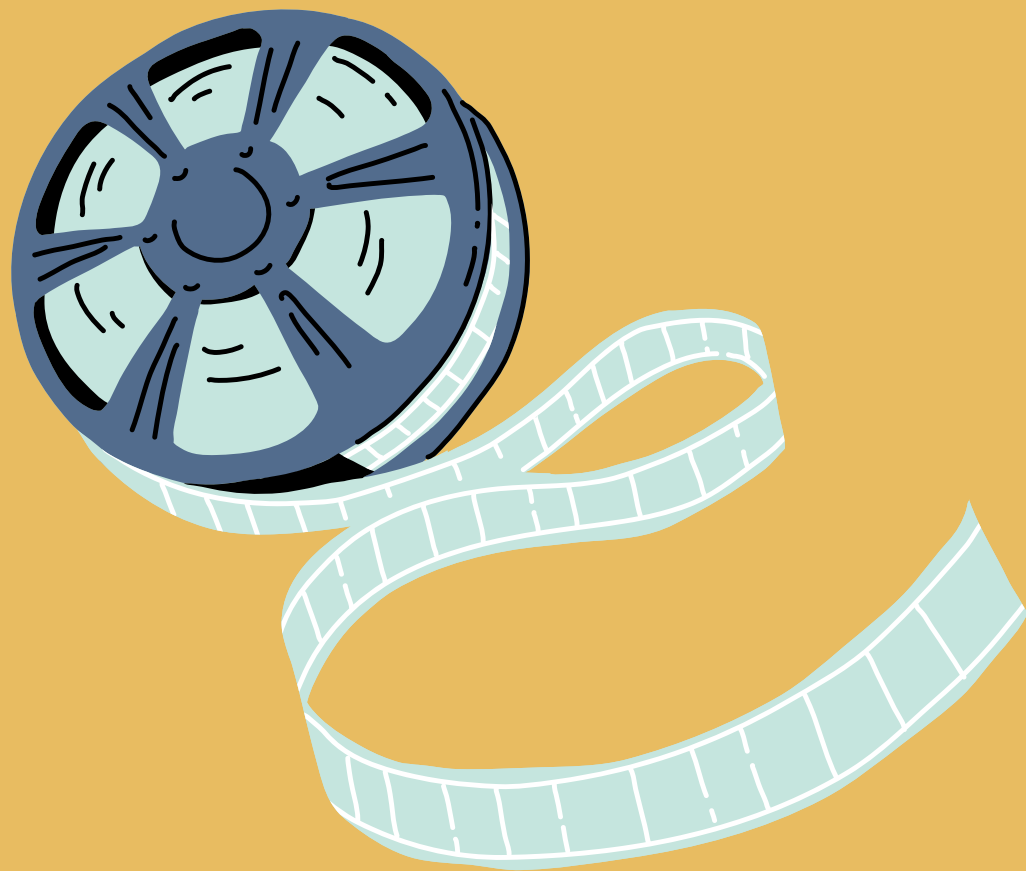
Stories



As well as additional stories highlighting new posts

Reels

Using clips from the documentary, we were able to create New Reels!



Graphics for Your Feed

Period Plans

Reproductive Products

#1

Pads

#2

Tampons

#3

Menstrual Cups

#4

Menstrual Discs

Follow @uman_tok_sl for more information.



DONATE
NOW

1 KIT = 1,095 DAYS OF CONFIDENCE

1 DONATION. 1 KIT. 3 YEARS OF IMPACT.

EMPOWERING
WOMEN
THROUGH
WORK



Local women gain tailoring skills for steady income, transforming futures for families and communities.

Reusable. Reliable. Respectful.



DONATE NOW!
<https://www.umatok.com/donate>

Our reusable menstrual kits
are a game-changer!



UmonTok

DONATE
DONATE
DONATE
DONATE
DONATE

<https://www.umatok.com/donate>

ONE in TEN GIRLS
MISS CLASS due to their PERIOD



DONATE NOW!
<https://www.umatok.com/donate>

LET'S CHANGE THAT!



EMPOWERING
WOMEN
THROUGH WORK

1-KIT MADE = 3 YEARS OF IMPACT

MAKE A
DIFFERENCE



and DONATE

UMON TOK

who



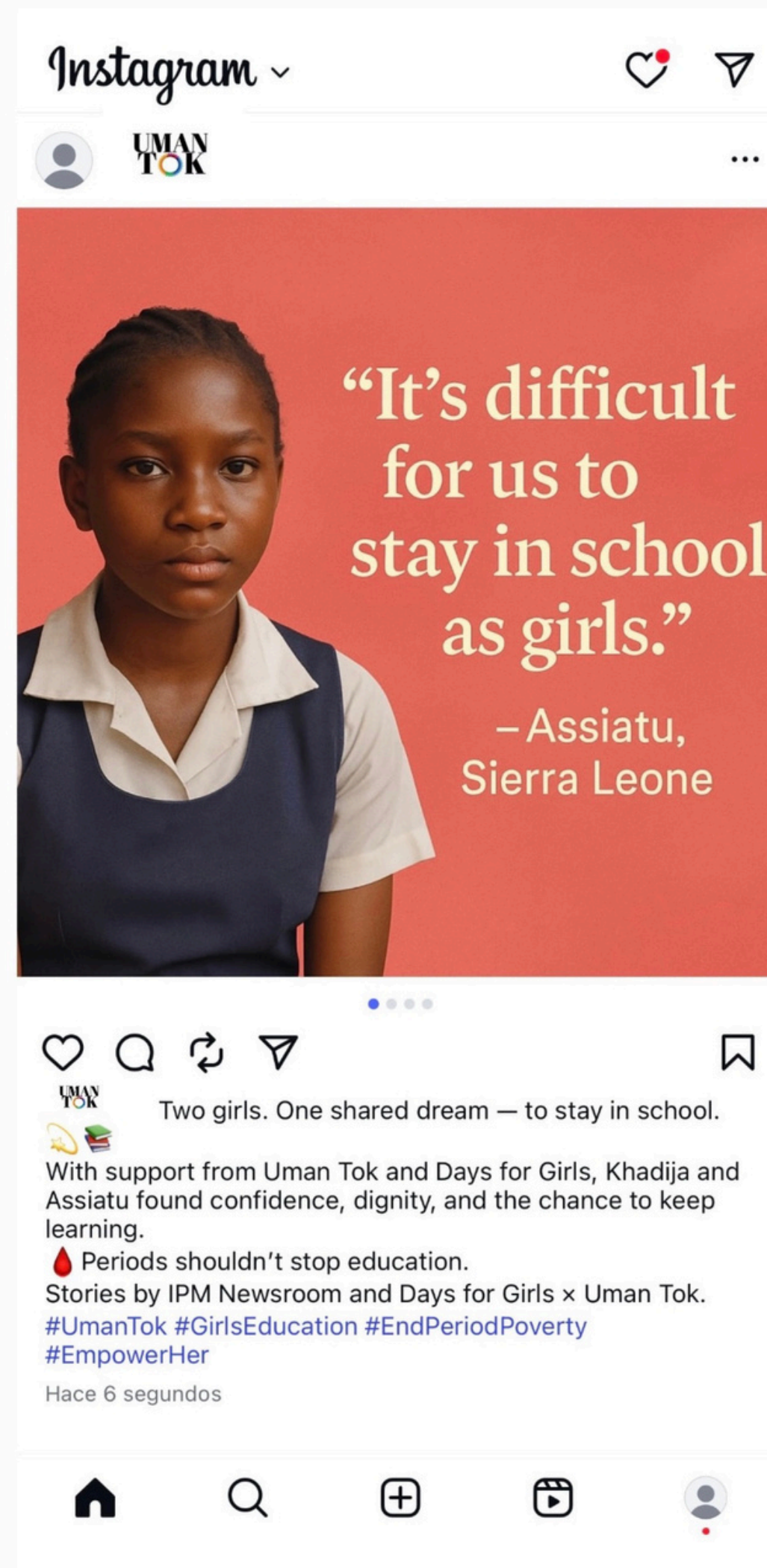
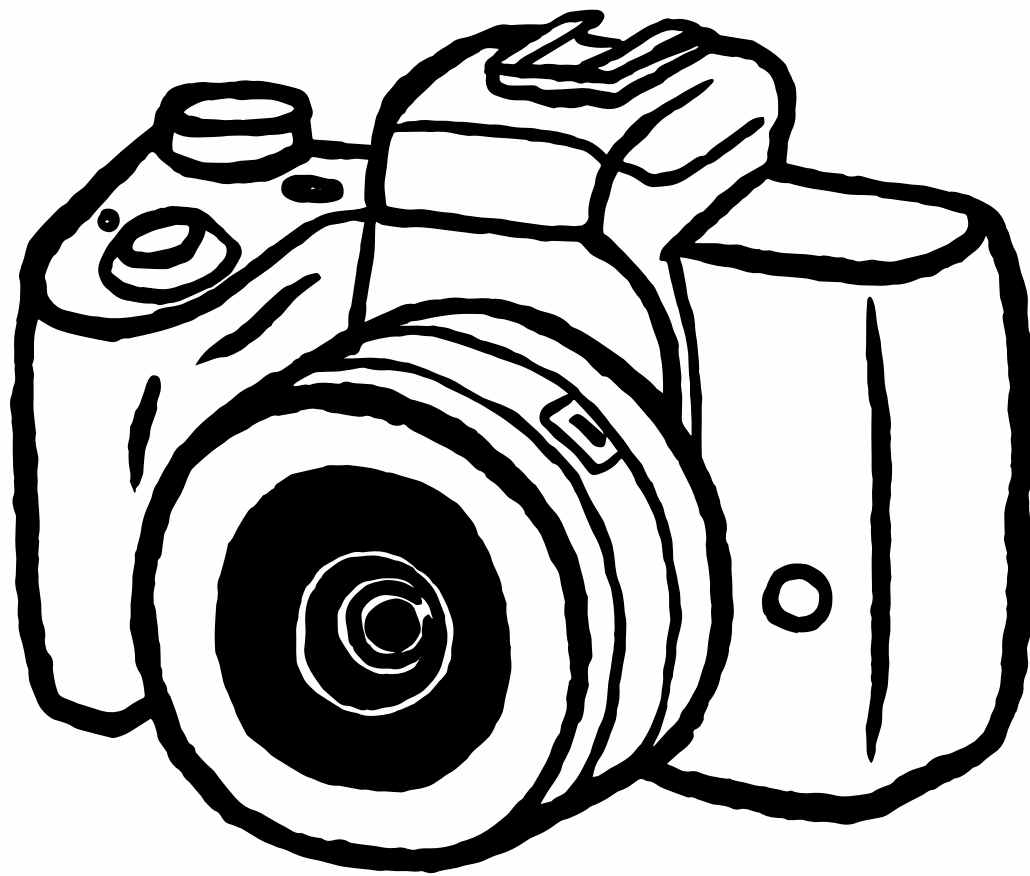
are



we?



More Graphics w/ Captions



Instagram

UMAN TOK

Thanks to **Uman Tok** and Days for Girls, Assiatu received a reusable pad kit.

She learned how to care for herself with confidence and dignity.

UMAN TOK

Two girls. One shared dream — to stay in school.

With support from Uman Tok and Days for Girls, Khadija and Assiatu found confidence, dignity, and the chance to keep learning.

Periods shouldn't stop education.

Stories by IPM Newsroom and Days for Girls x Uman Tok.

[#UmanTok](#) [#GirlsEducation](#) [#EndPeriodPoverty](#) [#EmpowerHer](#)

Hace 6 segundos

Instagram

UMAN TOK

Many girls in Sierra Leone miss school because they can't afford menstrual products.

Some drop out completely out of shame or fear of staining their uniforms.

UMAN TOK

Two girls. One shared dream — to stay in school.

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Hace 6 segundos

Instagram

UMAN TOK

“Girls like me can stay in school—because someone cared.

Education should never stop because of a period.

Story shared by Days for Girls x Uman Tok.

UMAN TOK

Two girls. One shared dream — to stay in school.

With support from Uman Tok and Days for Girls, Khadija and Assiatu found confidence, dignity, and the chance to keep learning.

Periods shouldn't stop education.

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[#UmanTok](#) [#GirlsEducation](#) [#EndPeriodPoverty](#) [#EmpowerHer](#)

Hace 6 segundos

Instagram



My school principal
and Uman Tok
reached out.

They gave me reusable
pads and taught me that
periods are normal—
not shameful.

I went back to school
and felt proud again.

UMAN TOK × IPM NEWSROOM



At just 9 years old, Khadija bled through her clothes at school - and never went back.

Months later, Uman Tok helped her return with confidence, reusable pads, and the knowledge that periods are nothing to be ashamed of.

Now she's back in class, dreaming of becoming a nurse.

Periods shouldn't stop education. 📖💕

Story originally shared by IPM Newsroom - read more at ipmnewsroom.org

[#umantok](#) [#periodpoverty](#) [#girlseducation](#)



Instagram



Kids laughed.

I felt ashamed and
stopped going
to school,

For months, I stayed home—
afraid, embarrassed,
and alone.



At just 9 years old, Khadija bled through her clothes at school - and never went back.

Months later, Uman Tok helped her return with confidence, reusable pads, and the knowledge that periods are nothing to be ashamed of.

Now she's back in class, dreaming of becoming a nurse.

Periods shouldn't stop education. 📖💕

Story originally shared by IPM Newsroom - read more at ipmnewsroom.org

[#umantok](#) [#periodpoverty](#) [#girlseducation](#)



Instagram



Now, I'm focused
on my studies and
dream of becoming
a nurse.

No girl should lose
her education
because of her period.

UMAN TOK × IPM NEWSROOM



At just 9 years old, Khadija bled through her clothes at school - and never went back.

Months later, Uman Tok helped her return with confidence, reusable pads, and the knowledge that periods are nothing to be ashamed of.

Now she's back in class, dreaming of becoming a nurse.

Periods shouldn't stop education. 📖💕

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[#umantok](#) [#periodpoverty](#) [#girlseducation](#)



Caption Options

You're not just donating a kit. You're donating 1,095 days of confidence. 🇺🇸
That's 3 years of school without interruption. 3 years of living without shame. 3 years of freedom, made possible by a single, thoughtfully designed kit.

Every kit we provide is:

- ◆ Built to last with rigorous quality control.
- ◆ Designed for easy, stigma-free care (it even includes a special wash bag!).

◆ Locally produced, supporting community economies.
Give the gift of confidence and education. Your donation provides a tangible solution. Click the link to fund a kit today.

#DonateWithPurpose #TangibleImpact #ChangeALife
#DaysForGirls #FundHerFuture

This isn't just a pad. It's a 3-year plan for confidence. ✨
Our reusable menstrual kits are engineered for dignity and durability. Each one is locally made, passes strict quality checks, and is designed to last a girl up to 3 years.
But the real magic is in the design:

- ◆ Unfolds like a washcloth for easy, thorough drying.
- ◆ Bright, stain-camouflaging colors for discreet care.
- ◆ A separate wash bag for hygienic handling, tackling stigma head-on.

We're not just managing periods; we're restoring peace of mind and educational access, one thoughtful kit at a time.
Help us equip more girls. Tap the link in to learn more and support our mission.

#DaysForGirls #InnovationForHer #BreakTheStigma
#MenstrualHealth #SustainableSolution

YOUR STEP BY STEP SOCIAL GUIDE

https://docs.google.com/document/d/1DuznNYBk0_ogjio39ze0gl8II-r5Kg8VyA5R9C8v5uw/edit?usp=sharing

Website

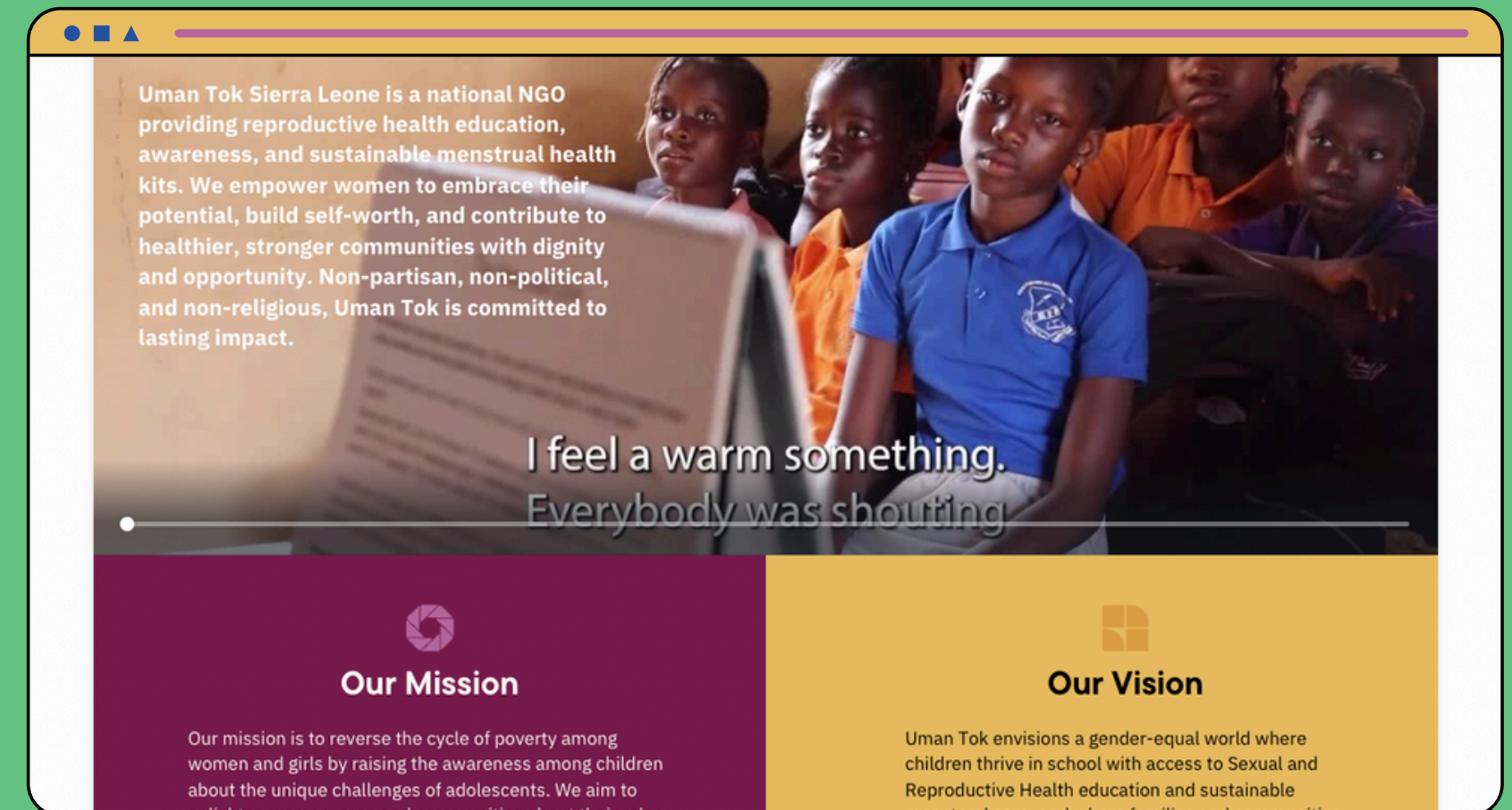
Bold Colors & CTA Buttons



The original color scheme of Uman Tok is bright, bold, and full of energy. These vibrant tones convey strength and confidence which delivers the brands passionate message.

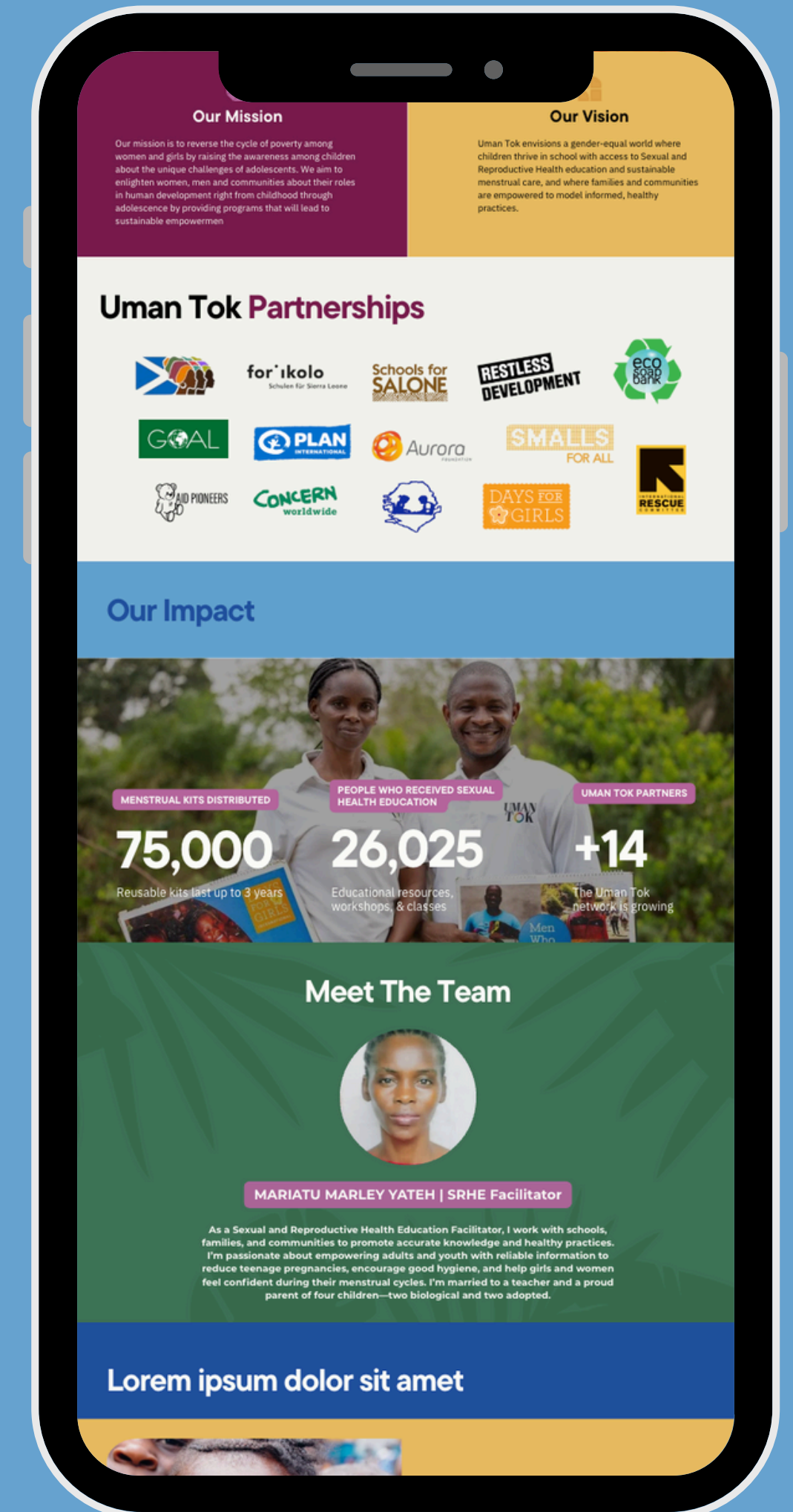
Yellow: Stands for warmth and optimism, resilience and endurance.

Purple: Stands for power and ambition, wellness and education



Motion Graphics & Animated Buttons

Motion graphics play an incredibly important role in creating engaging and memorable online experiences. Movements and cinematic elements from the documentary will immediately both the attention and hearts of website viewers. The animated graphics will also give character and emotion to the community.



Meet The TEAM

Introducing the people behind Uman Tok is a key tool for building trust, transparency and connection. The team page will include pictures and small biographies about the people. Adding a fun fact to continue the emotional engagement will be impactful and capture the attention of the viewers.



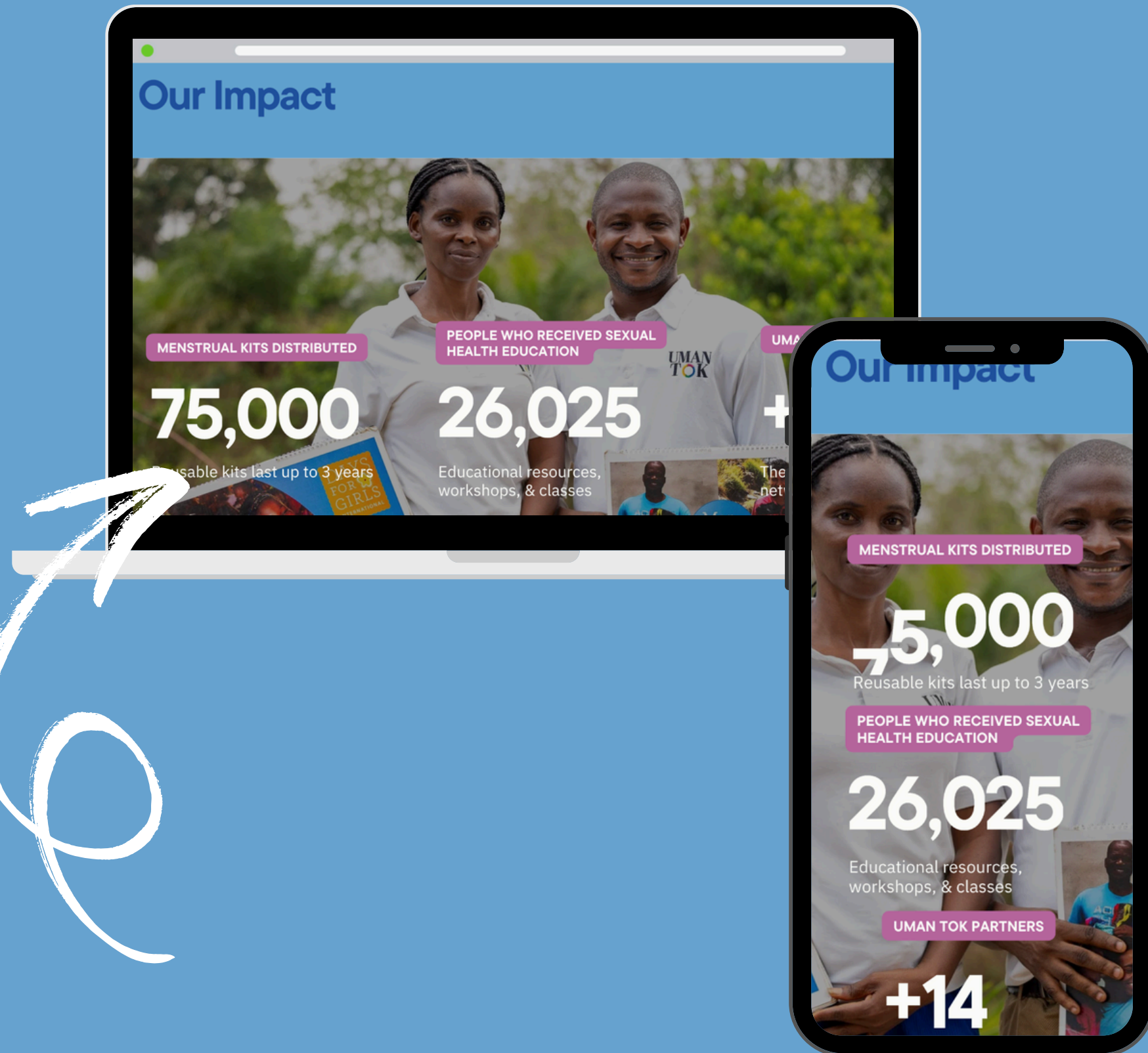
We believe that including more informal photos alongside the headshots would enhance biographies story telling. By including photos that show family, hobbies, and team bonding, we can create a more personal connection between the company and those looking through the website.

Updated Visuals & Media

Keeping website images updated is crucial because the visuals play a powerful role in **storytelling, credibility** and **engagement**. Refreshed images of current events help reflect Uman Toks current mission, activities and impact. Uman Tok needs to show visitors the incredible **active impact** they continue to make every day.

Updated media also helps build **trust** and **transparency**. By incorporating images directly from Uman Tok's Instagram and linking to its social media platforms, the website can create a continuous exchange between the two allowing visitors to engage with **inspiring** and **relevant** content in real time.

Language Accessibility



Ensuring that Uman Toks website is both **mobile-friendly** and **language accessible** is essential for expanding community outreach. This website design guarantees that everyone can easily navigate, read and interact with the website from **any device**.

The language accessibility also assures Uman Toks message reaches **diverse audiences**. This not only promotes inclusivity but also reflects the organization's commitment to **community connection**.

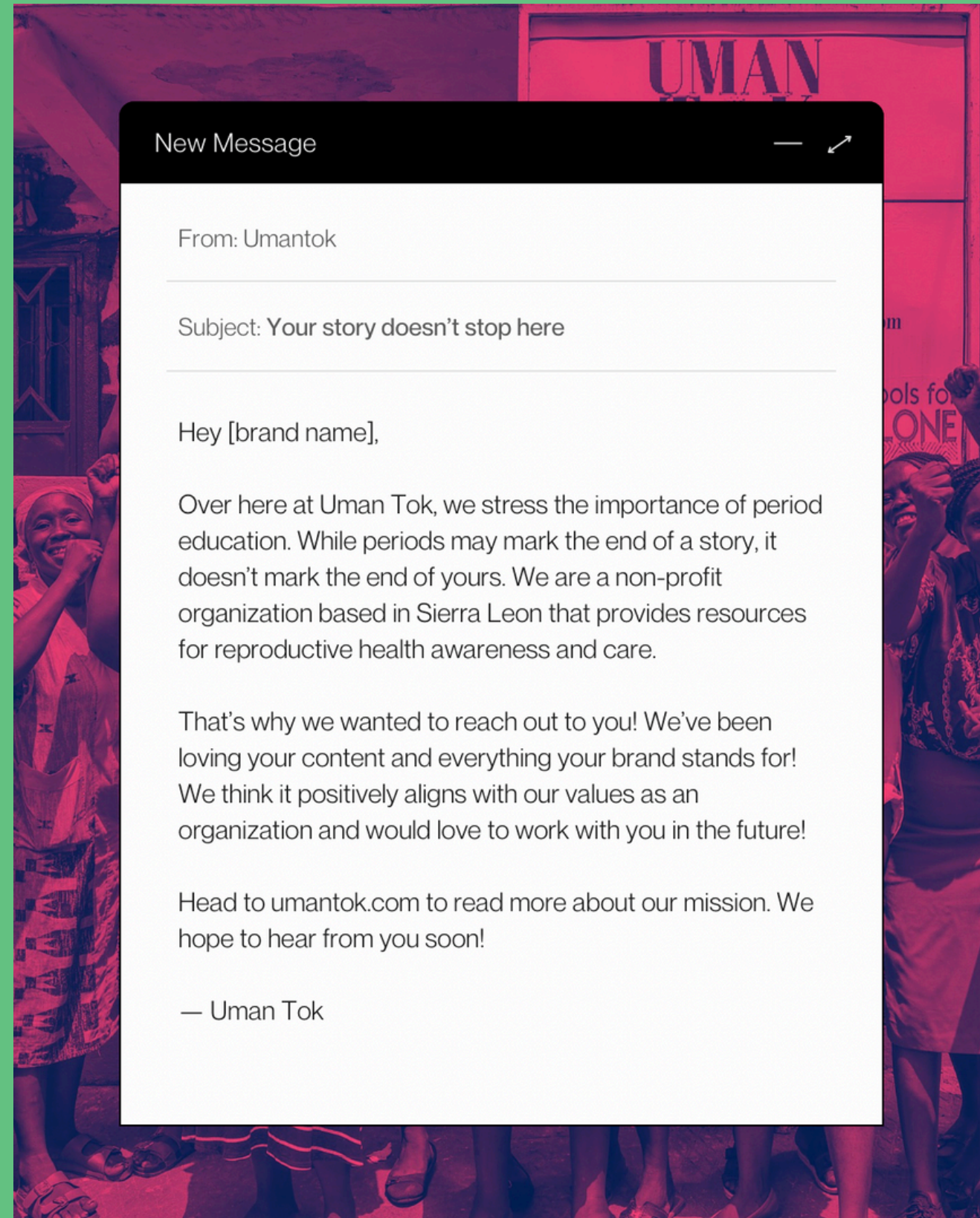
Updated Wesbite Mockup

Click here: <https://www.canva.com/design/DAGzE5QDLkY/7q9H-3S8iQ0gZVyDrnY-7A/edit>

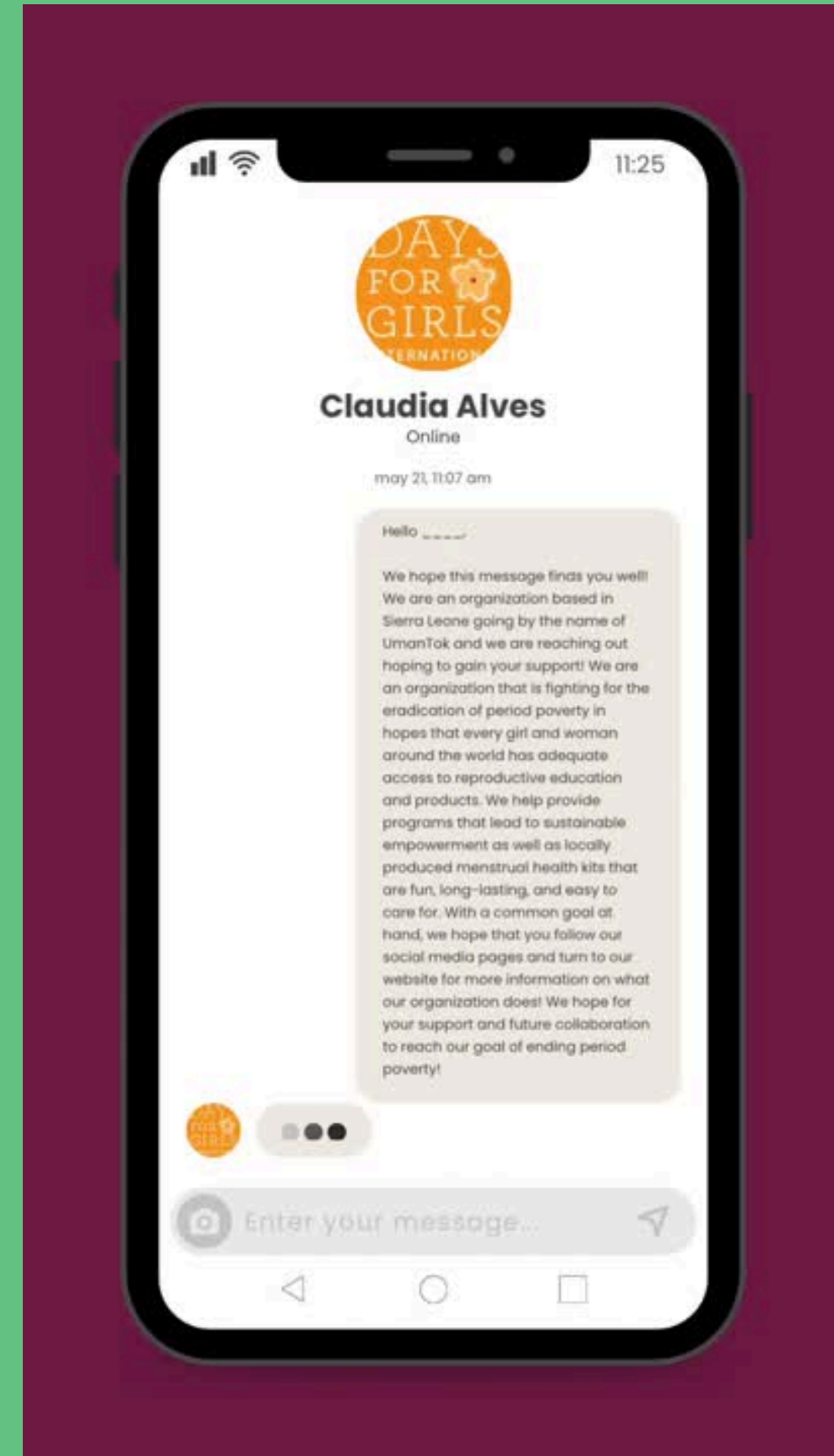


Templates to Brands & Companies

Email Template



DM Template



Linktree

How to make a link tree:

https://www.canva.com/design/DAG1sq10Y8Y/rjSJe5VcH9mx0_tBdW_l5A/edit?utm_content=DAG1sq10Y8Y&utm_campaign=designshere&utm_medium=link2&utm_source=sharebutton