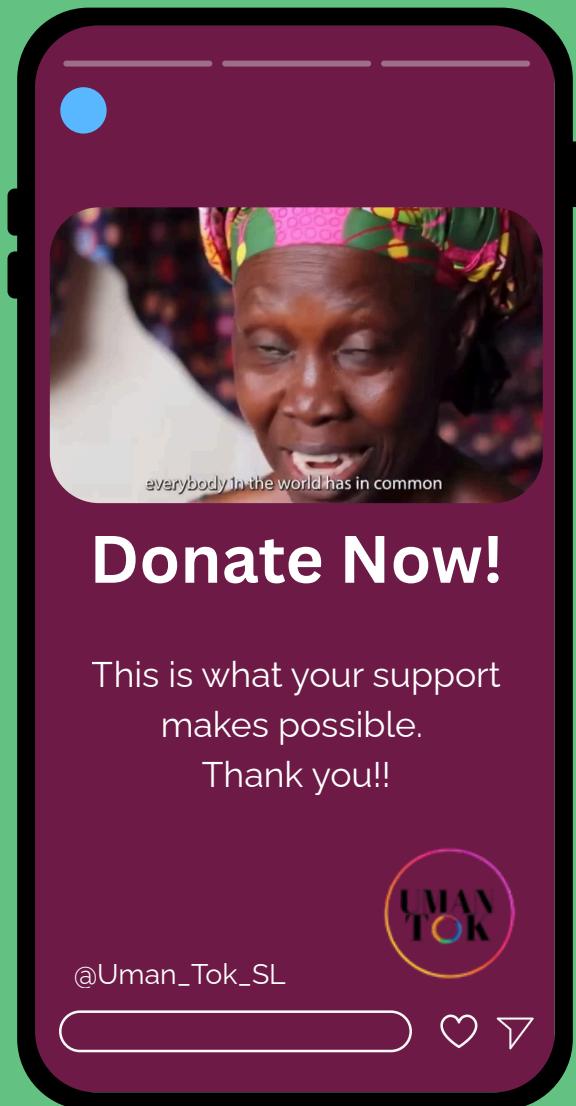




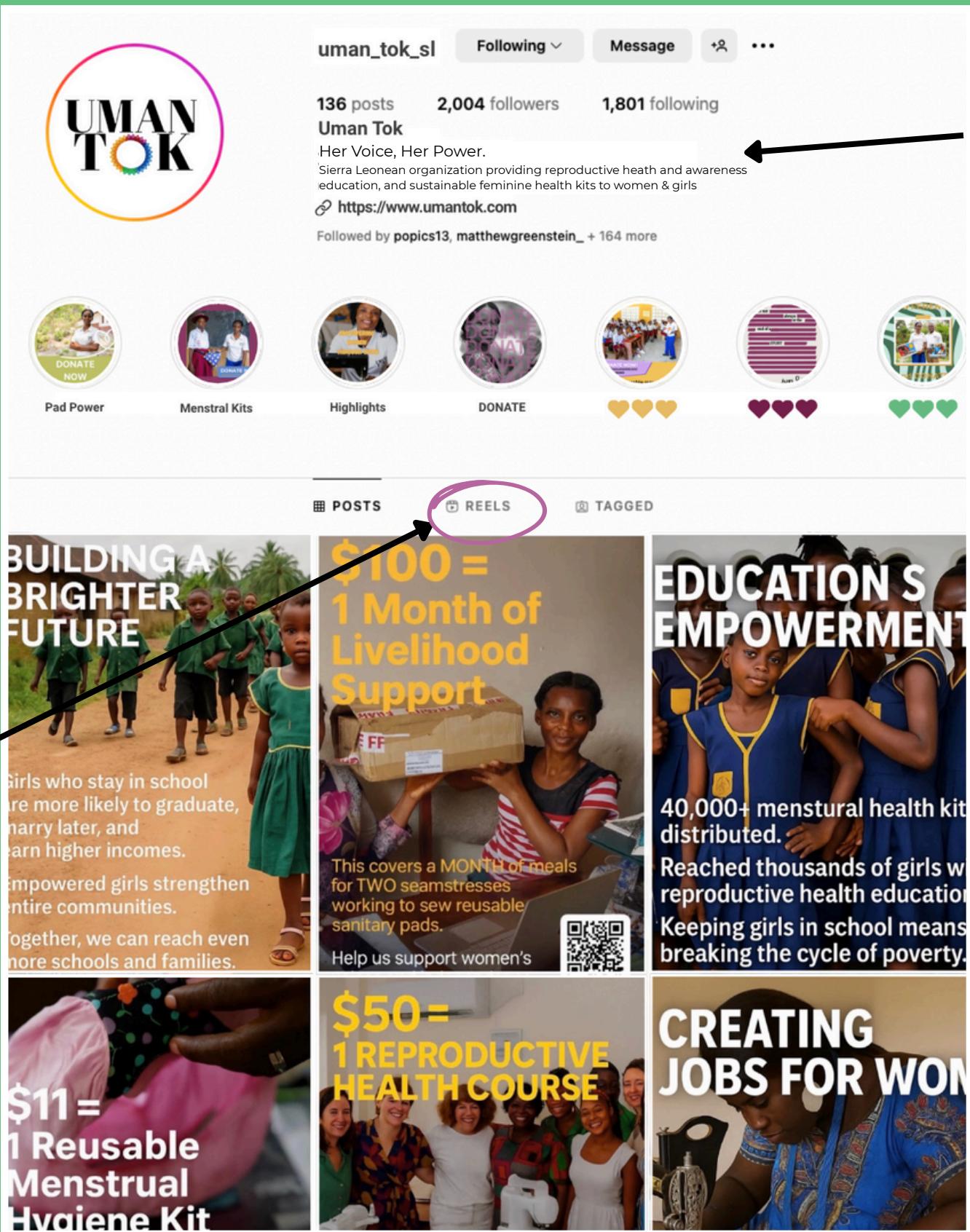
UMAN  
TOK

# Instagram

# New Mock-Up

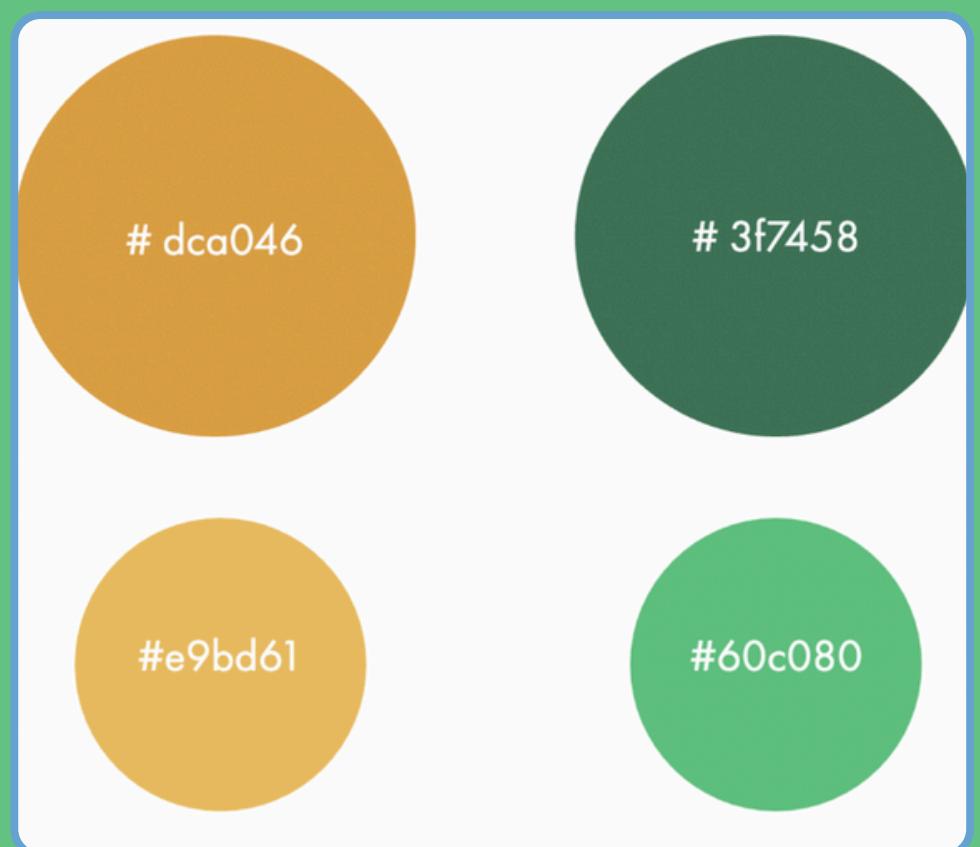
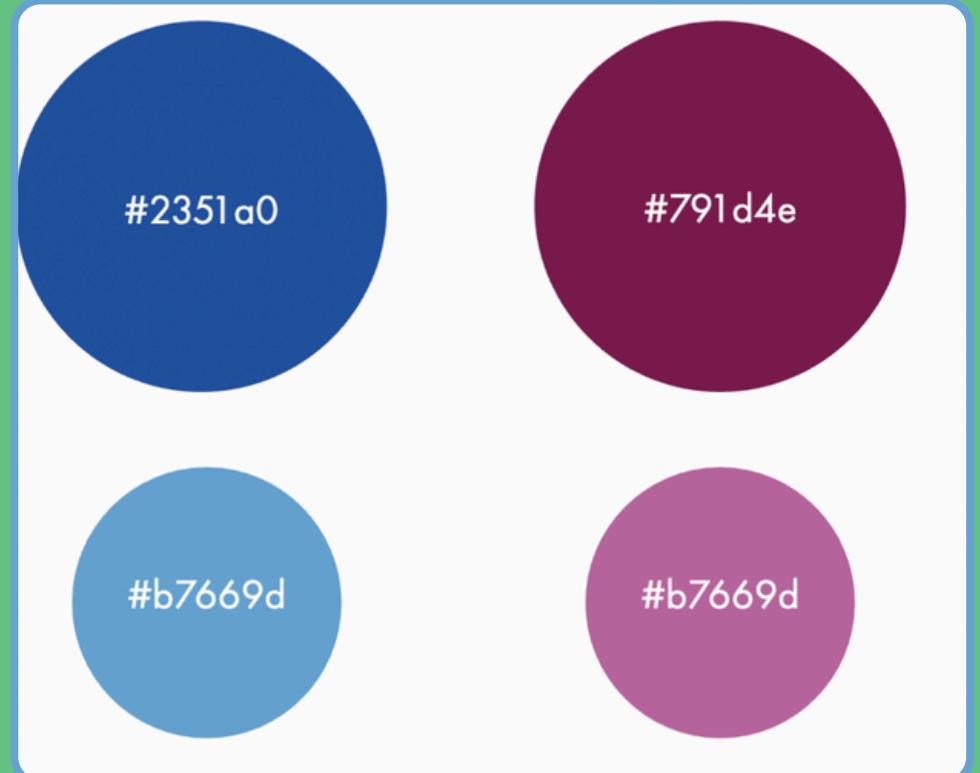


New Highlights!



New Reels!

New bio!  
“Her Voice,  
Her Power”



Keeping the same color palette throughout the feed to keep consistency

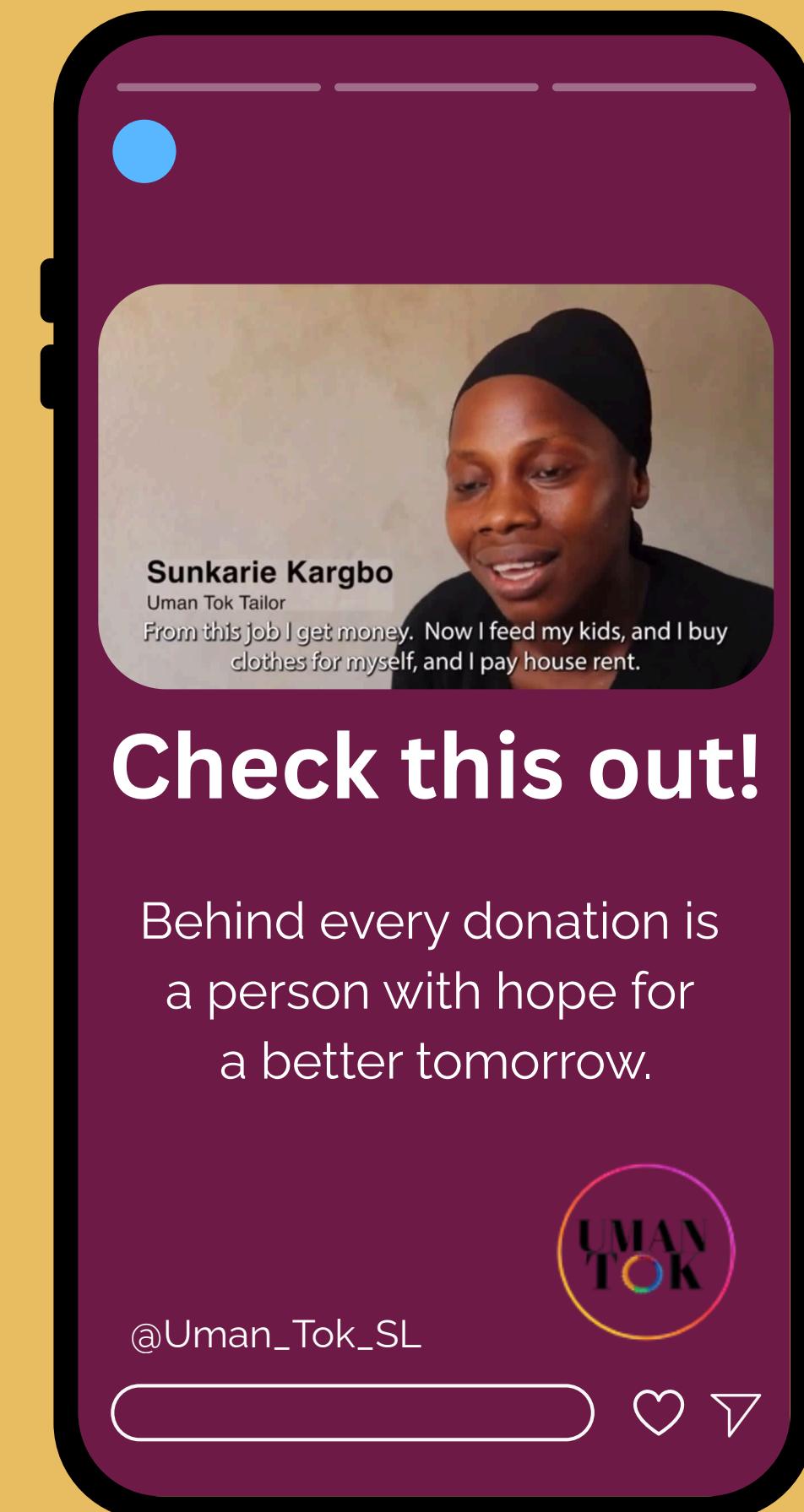
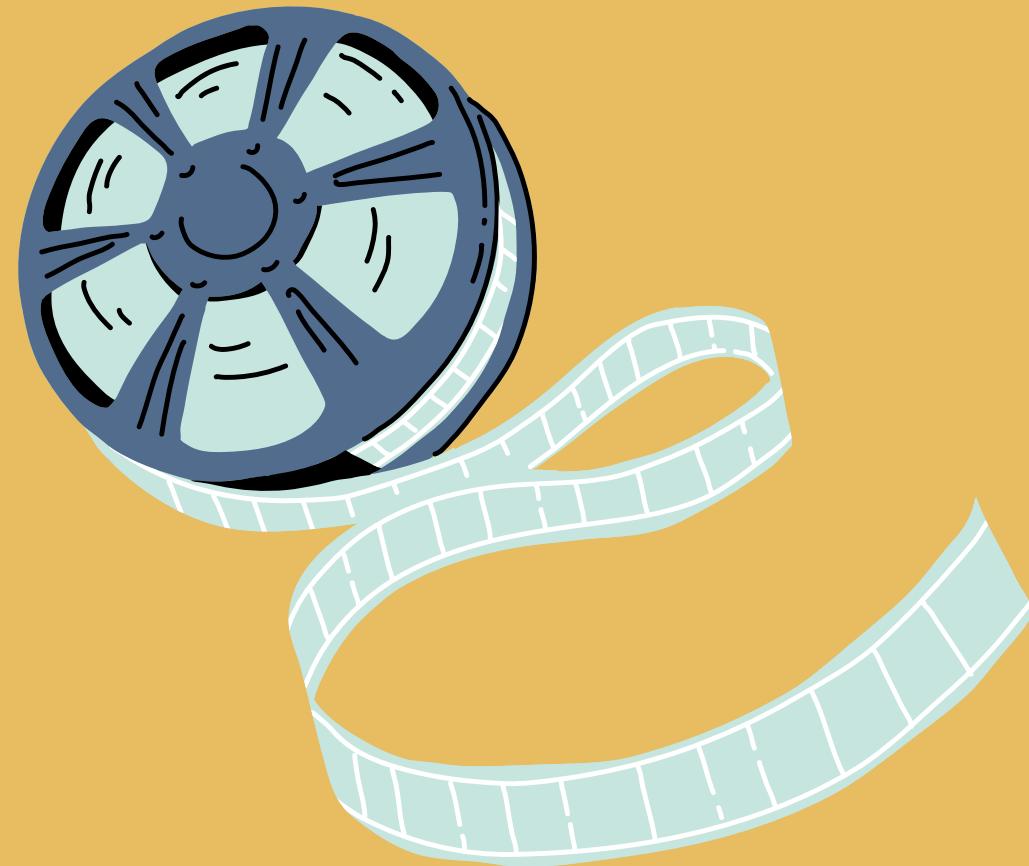
# Stories



As well as additional stories highlighting new posts

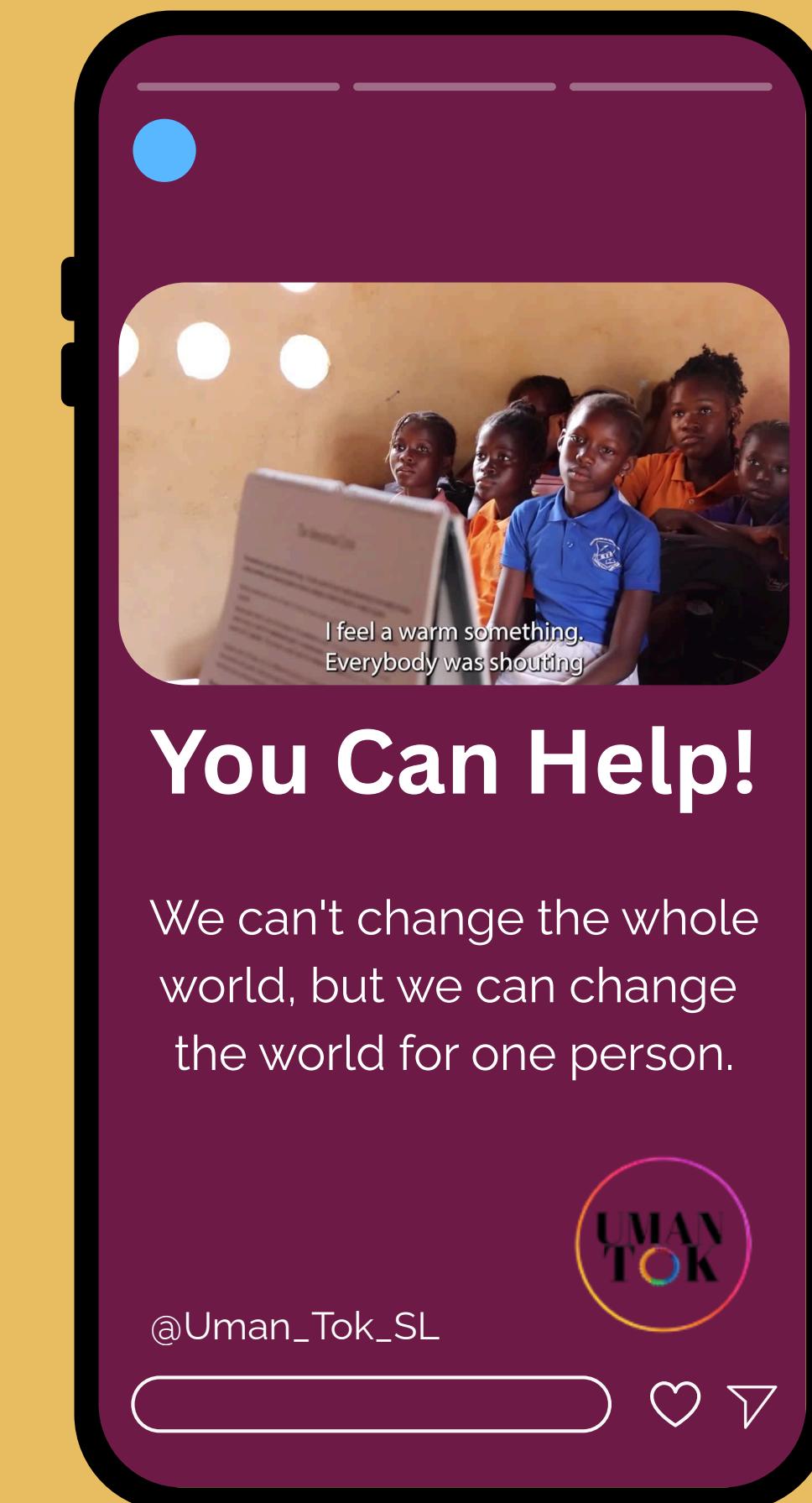
# Reels

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



**Check this out!**

Behind every donation is a person with hope for a better tomorrow.



**You Can Help!**

We can't change the whole world, but we can change the world for one person.

# Graphics for Your Feed

## Period Plans

### Reproductive Products

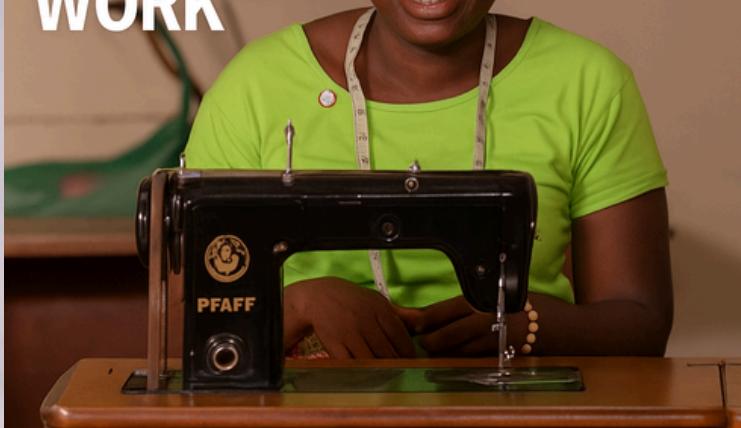


Follow @uman\_tok\_si for more information.

UMANTOK

# HER PERIOD HER PATH

EMPOWERING  
WOMEN  
THROUGH  
WORK



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

UMAN  
TOK

## DONATE NOW

1 KIT = 1,095 DAYS OF CONFIDENCE

Follow @uman\_tok\_si for more information.

UMANTOK

Reusable. Reliable. Respectful.



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

Our reusable menstrual kits  
are a game-changer!



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

ONE in TEN GIRLS

MISS CLASS due to their PERIOD



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

## LET's CHANGE THAT!



1 KIT MADE = 3 YEARS OF IMPACT



## and DONATE

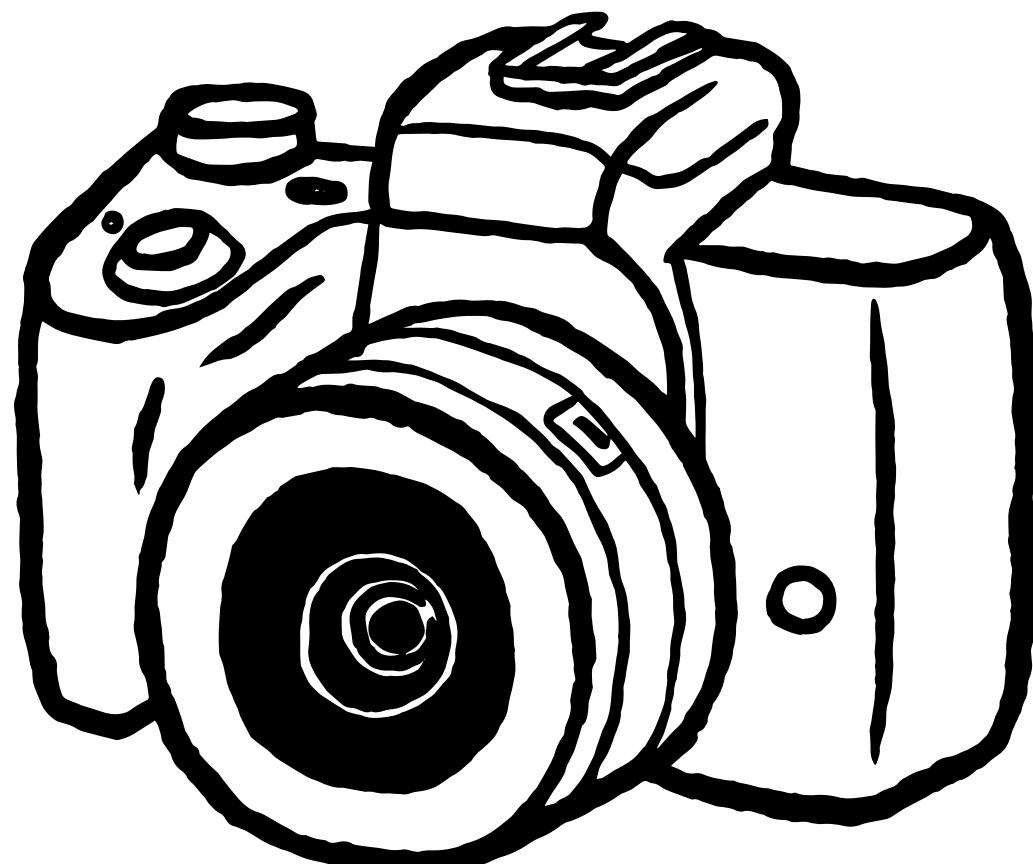
UMON TOK

who are we?



# MAKE A DIFFERENCE

# More Graphics w/ Captions



Instagram

UMAN TOK



“It’s difficult for us to stay in school as girls.”

– Assiatu, Sierra Leone

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



“When I was 9 years old... I bled through my clothes.”

– Kahijda Marrah

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](http://ipmnewsroom.org)

#umantok #periodpoverty #girlseducation

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.**



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.**



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

...

**“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.



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

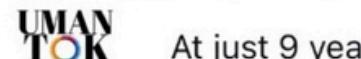
...

**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



**UMAN  
TOK** 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](http://ipmnewsroom.org)

#umantok #periodpoverty #girlseducation



Instagram



UMAN  
TOK

...

**Kids laughed.  
I felt ashamed and  
stopped going  
to school,  
For months, I stayed home—  
afraid, embarrassed,  
and alone.**



**UMAN  
TOK** 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](http://ipmnewsroom.org)

#umantok #periodpoverty #girlseducation



Instagram



UMAN  
TOK

...

**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



**UMAN  
TOK** 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](http://ipmnewsroom.org)

#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\\_ogjio39ze0gl8ll-r5Kg8VyA5R9C8v5uw/edit?usp=sharing](https://docs.google.com/document/d/1DuznNYBk0_ogjio39ze0gl8ll-r5Kg8VyA5R9C8v5uw/edit?usp=sharing)

# Website

# Bold Colors & CTA Buttons



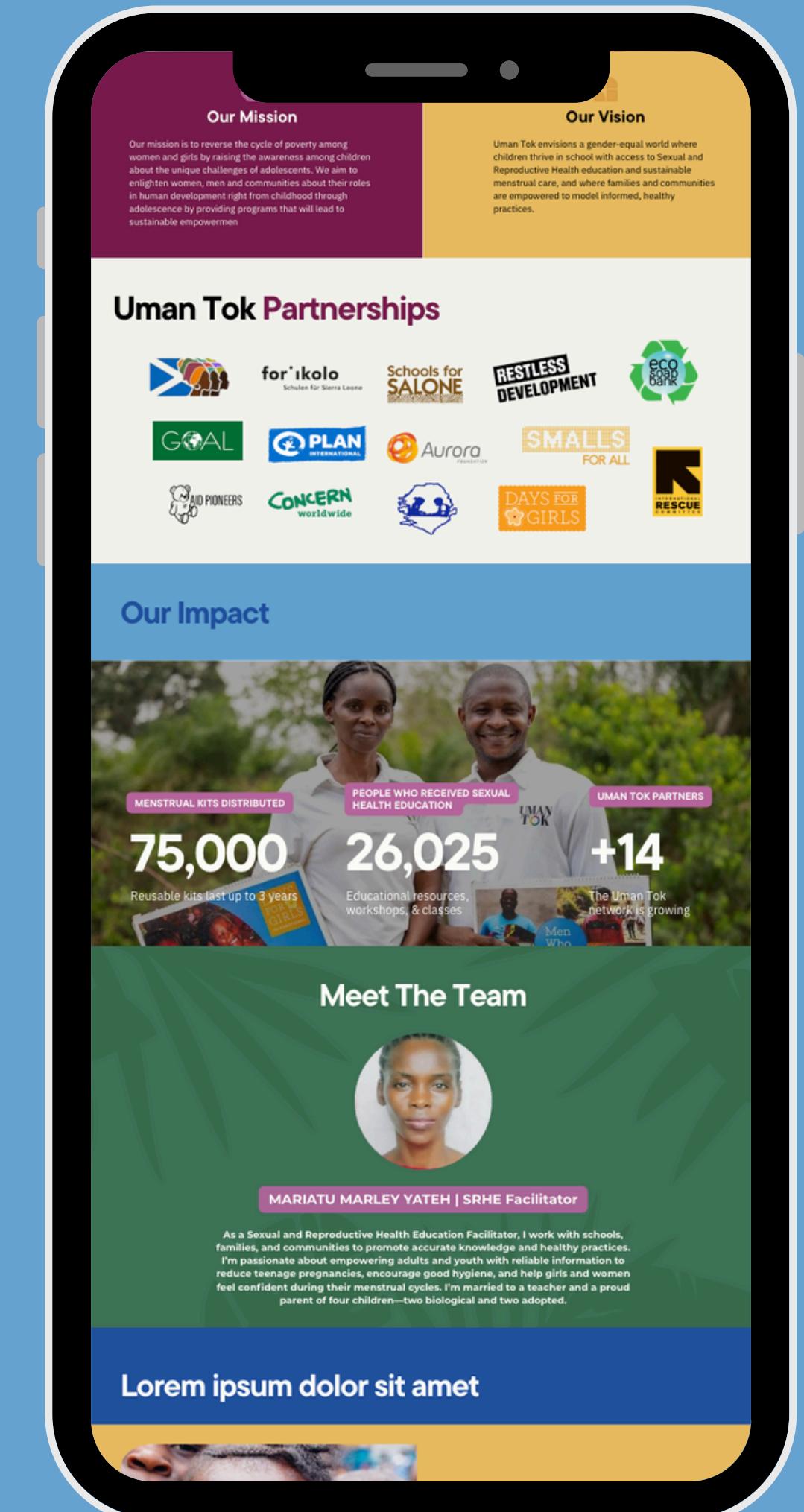
**Yellow:** Stands for warmth and optimism, resilience and endurance.

**Purple:** Stands for power and ambition, wellness and education

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.

# 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.

A screenshot of a website page titled 'Meet The Team'. The background is a dark green with a large green leaf graphic. On the right, there is a circular profile picture of a woman with short dark hair. Below the picture is the text 'MARIATU MARLEY YATEH | SRHE Facilitator'. To the left of the picture is a block of text: 'As a Sexual and Reproductive Health Education Facilitator, I work with schools, families, and communities to promote accurate knowledge and healthy practices. I'm passionate about empowering adults and youth with reliable information to reduce teenage pregnancies, encourage good hygiene, and help girls and women feel confident during their menstrual cycles. I'm married to a teacher and a proud parent of four children—two biological and two adopted.' The overall design is clean and professional.

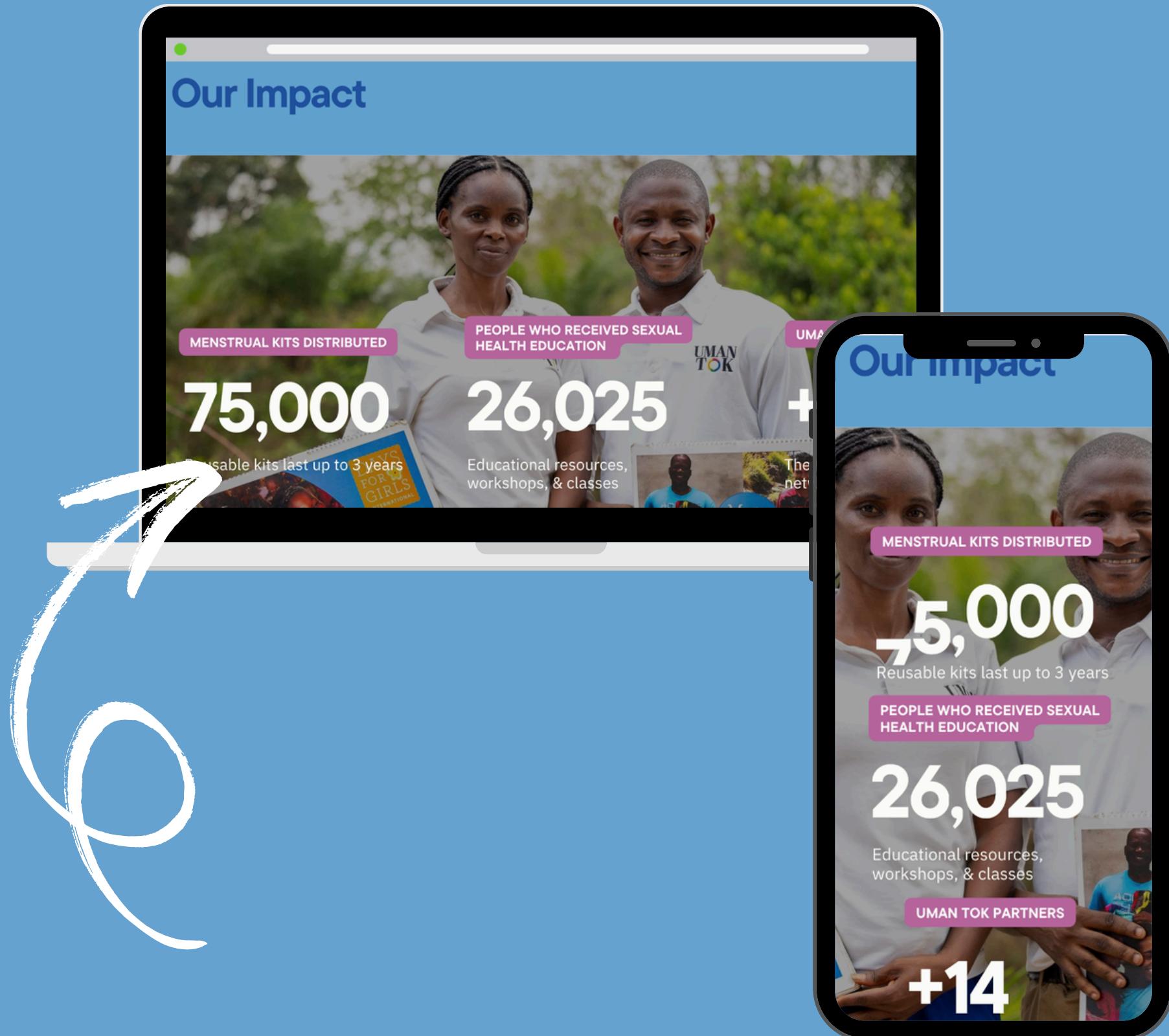
We believe that including more informal photos alongside the headshots would enhance biographies story telling. By including photos that show family, hobbies, and team bonding, we can create a more personal connection between the company and those looking through the website.

# 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 Tok's 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**.

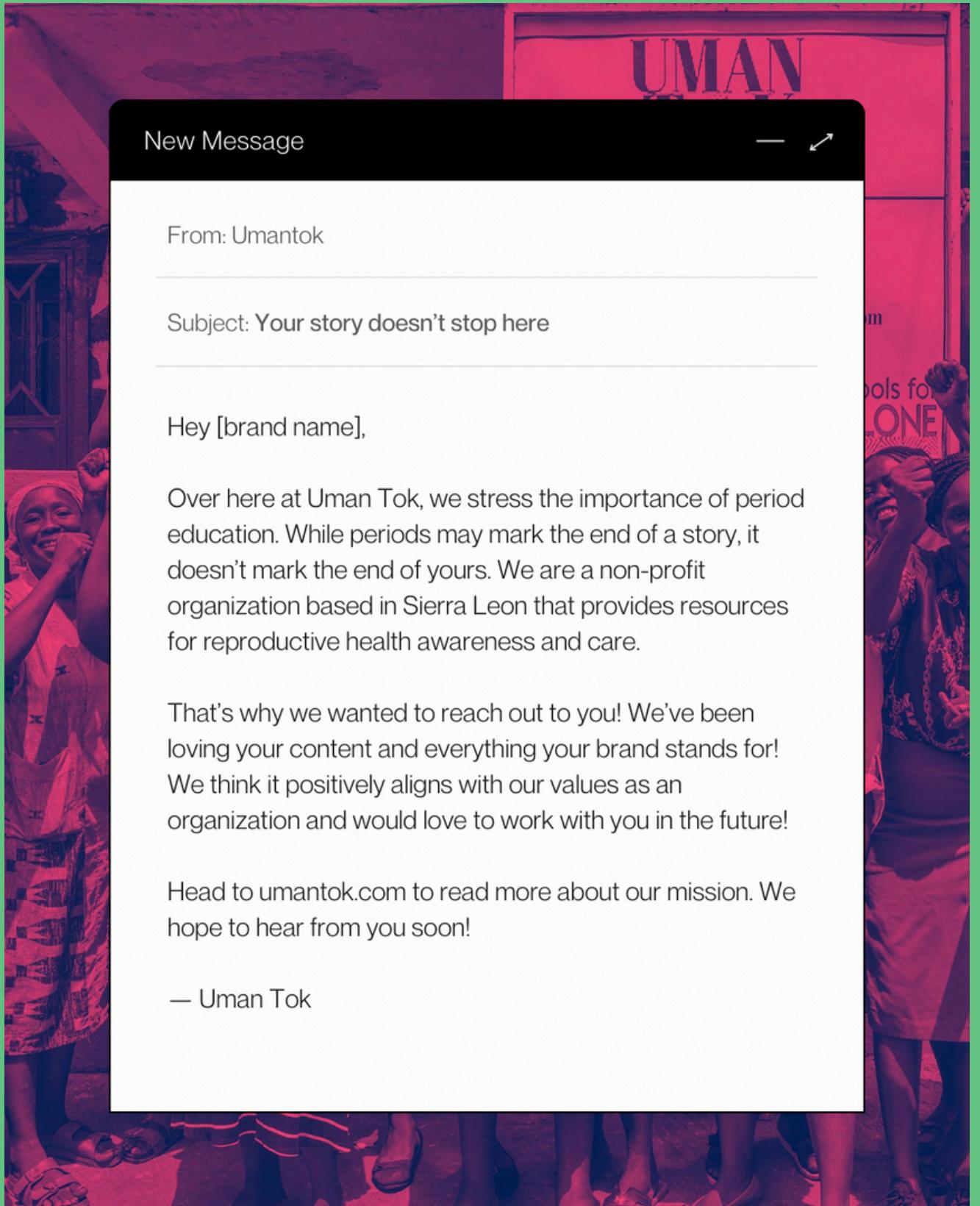
# Updated Website Mockup

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

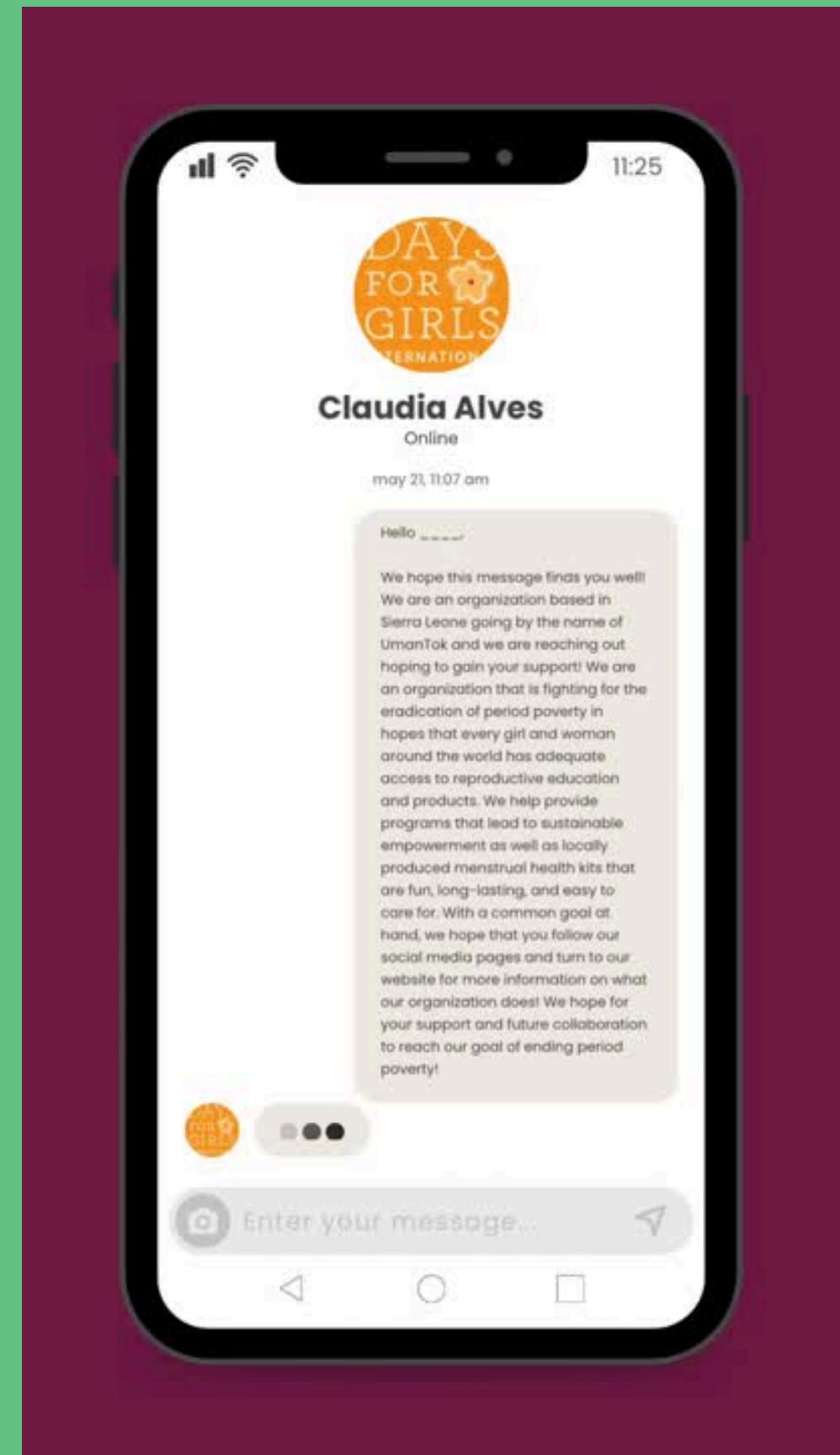


Templates  
to Brands  
& Companies

# 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=designs\\_hare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAG1sq10Y8Y/rjSJe5VcH9mx0_tBdW_l5A/edit?utm_content=DAG1sq10Y8Y&utm_campaign=designs_hare&utm_medium=link2&utm_source=sharebutton)