

International Face Equality Week

#FaceEquality Selfie Challenge

This year, the International Week will include the #FaceEquality Selfie Challenge

#FaceEquality means creating a world where everybody is treated with the same respect regardless of how they look.

Taking a selfie and sharing it with the world can be incredibly empowering for someone with a facial difference. We want to use this year's International Week to encourage our worldwide community to take a stance and prove that selfies aren't about 'looking perfect' or fitting in with the crowd.

In a society that tells us we should look a certain way, let's prove everyone wrong. Show the world that you can be confident, proud, and most of all that you are equal. No matter what your face looks like.

**An activity for the week beginning 17th May. Please do not share before this date.*

THE CHALLENGE

We have created an interactive social media campaign that enables us to engage with a worldwide audience and help them to understand our cause better, creating **global solidarity**.

Together, we can actively choose to challenge stereotypes, fight bias, broaden perceptions, and recognise that all faces are of equal value to society.

#FaceEquality aims to eliminate negative social media activity, broaden representation in the public eye, stamp out appearance discrimination and challenge prejudice... so let's make it happen.



WHAT TO DO?

Take the selfie challenge!

- Draw an incomplete circle about half the size of your face on a mirror.
- Hold your phone camera just under or to the side of your face.
- Tilt up your camera so the circle frames your face.
- Look into the middle of the circle.
- Strike the Face Equality pose!

Share a photo or video & nominate 5 others to take part.

Use whatever channel you prefer. Instagram, Facebook, Twitter, TikTok or Snapchat. We want to have a presence on all of these channels.

We ask you all to take part and invite your followers, supporters, and wider audiences of the international alliance to take part in the campaign by drawing an imperfect/ incomplete circle around your faces in the mirror. This could include schools, businesses, community groups and beyond.

You can draw the circle however you like; with whatever material you choose (Phyllida here used lipstick).

Alternatively, you could also get creative and turn the logo into a badge or sticker to show your support and solidarity.

Please Consider: We want this campaign to be as accessible as possible, and don't want anyone to feel as though they can't take part. If you would rather not take a selfie, please share an image you are comfortable with. This could simply be the Face Equality International logo.

WHAT TO POST?

Share the selfie as a video or photo online using the hashtag **#FaceEquality**

It is entirely up to you what you choose to post alongside the selfie but we'd love to hear your stories and what this Face Equality Week means to you. You could also share what impact you hope the Week will achieve, or the meaning behind the incomplete circle (see below).

Nominate up to 5 people in your post to do their own selfies or use a strong call to action to encourage all your followers to participate.

WHO CAN GET INVOLVED?

As the premise of the campaign is Face Equality, the campaign is open for anyone to take part. It is not exclusive to just those who have personal experience of a facial difference themselves.

For the campaign to have a greater impact it would be ideal to also reach people who are influential in changing the narrative. For example, social media influencers, media personalities, journalists, filmmakers, recruiters, corporations, and teachers. We can leverage post tagging to achieve this. Simply use '@' in your post followed by the handle of the person whose attention you wish to attract.

MEANING BEHIND THE CAMPAIGN

The campaign incorporates Face Equality International's logo. The 'imperfect' circle is a symbol of Wabi-Sabi, the Japanese aesthetic which sees the beauty, profundity and authenticity in distinctive and irregular faces, pottery, art and life in general. Further details on the meaning can be found [here](#).



You can begin posting your selfies from the start of the week 17th May 2020 and continue to post throughout the week.