

CLARE STORIES OF CHANGE COMMS KIT

Use this comms toolkit to amplify your project's impact, as highlighted in its Story of Change on the CLARE website.

Tailored social media posts are provided for you to **highlight how your project and your institution have contributed** to this impact.



Please share the suggested social media texts included in this comms kit along with the corresponding social media video that you received by email (also available in [Google Drive](#) and [CLARE Base](#)).

You are also welcome to adapt these messages for different mediums to share the Story of Change widely, such as through newsletters, emails, etc.

SOCIAL MEDIA COPY: PERSONAL ACCOUNT

Copy and paste this post to LinkedIn to **highlight your involvement in your CLARE project** and showcase how the project's work has led to its Story of Change.



🌱 I'm excited to share this example of impact from the WOSFER project, which is helping women smallholder farmers in Uganda use climate information to strengthen their livelihoods and resilience!

📢 Through WOSFER, women farmers in Uganda's cattle corridor are using climate information, digital tools, and peer support networks to make more informed farming and household decisions.

🌾 Participants have adopted climate-resilient farming practices, while reporting greater confidence and involvement in household decision-making.

🤝 WOSFER has also helped strengthen the capacity of local authorities, community mentors, and digital champions to translate climate information into practical adaptation support for their communities.

Take a look at the full impact story:

➡ <https://clareprogramme.org/impact/story-of-change-from-forecasts-to-action-strengthening-local-capacity-for-inclusive-climate-adaptation-in-uganda/>

WOSFER is part of the @CLARE Programme, which is co-funded by @Foreign, Commonwealth and Development Office - Research, Science and Technology and @International Development Research Centre.

#ClimateAdaptationREsilience

SOCIAL MEDIA COPY: INSTITUTIONAL ACCOUNT

Copy and paste this post to LinkedIn to **highlight your institution's involvement in your CLARE project** and how it contributed to your Story of Change.



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[INSERT YOUR INSTITUTION NAME] is a partner in the WOSFER project, alongside other partners including @Association of Uganda Professional Women in Agriculture and the Environment (AUPWAE), @Makerere University.

#ClimateAdaptationREsilience

DON'T FORGET

Tag CLARE profiles and use our hashtag to ensure greater visibility and attention to your posts.



TAG CLARE LINKEDIN PROFILE

linkedin.com/company/clare-programme/

TAG CLARE FUNDER PROFILES

The CLARE Programme is co-funded by [@Foreign, Commonwealth and Development Office - Research, Science and Technology](#) and [@International Development Research Centre \(IDRC\)](#).
#CLimateAdaptationREsilience

USE CLARE'S OFFICIAL HASHTAG

#CLimateAdaptationREsilience

CLARE LOGOS

Download our logos [here](#).

ABOUT CLARE

CLARE is bridging critical gaps between **science** and **action**.

ABOUT THE CLARE PROGRAMME

CLARE is a flagship research programme on climate adaptation and resilience, funded mostly (about 90%) by UK Aid through the Foreign Commonwealth and Development Office (FCDO), and co-funded by the International Development Research Centre (IDRC), Canada. CLARE is bridging critical gaps between science and action by championing Southern leadership to enable socially inclusive and sustainable action to build resilience to climate change and natural hazards.

Learn more online at: www.clareprogramme.org

Follow us on LinkedIn at: www.linkedin.com/company/clare-programme

