The Glass Ceiling

This campaign is centered around the glass ceiling, a common concept that refers to the barriers women face to achieve their full economic potential. Whether this is professionally or in regard to their personal freedom, the glass ceiling represents many limits and pressures for women around the world because of gender roles, social stereotypes, and cultural and social differences.

Why #BreakTheGlass

This campaign is intended to showcase the way women across a myriad of industries, communities, and societies have overcome the obstacles limiting their economic empowerment. It highlights what women have done themselves, what women & men have done together, and what men have done to support women to become economically empowered. #BreakTheGlass looks to share success stories and inspire the community to overcome barriers and succeed professionally.

How do you #BreakTheGlass?

- Have a story of when you or someone you know helped #BreakTheGlass?
  Get a glass cup, record a selfie video starting with the cup covering your front camera, remove it, speak about your experience by stating “I #BreakTheGlass by...”, and returning the cup to cover the camera or
- Write a short post about how you #BreakTheGlass, and post it to Facebook and Twitter
- Share with your friends and followers and challenge them to share their story
- Don’t forget to tag us on social media (@Empower_Women) and use the #BreakTheGlass tag

Register to become a member of EmpowerWomen.org