



International
Labour
Organization

#RatifyC189

Domestic Workers' Day 2025

16 June Social Media Challenge Guide

1. Prepare

Write “C189” on the back of your hand. Decide on a pledge for the caption from the following list or write your own.

-paying at least the minimum wage
-advocating for their rights
-giving weekly paid rest days
-making my home a decent workplace
-enrolling them in social security
-ensuring for their safety and health at work
-participating in dialogue with workers organizations
-giving paid annual and sick leave

2. Take a selfie

Take a selfie with the hand placed on your heart. If you can, have C189 visible on the back of your hand.

3. Write a caption

Use the template:

“I care fully for domestic workers by....
I support #C189 and call to #RatifyC189 for the rights, dignity, and protections domestic workers deserve.
I challenge @... @... @... to participate.”



Photo: Eduardo Derrico

Join others in calling for decent work for domestic workers and ratifying Convention 189!

4. Tag other stakeholders

Challenge at least 3 people or organizations and tag them in your post.

5. Use the official hashtag

Include the official hashtag, #C189 #RatifyC189 #ILO

Example Captions – get creative and make it personal!

“I care fully for domestic workers by paying at least the minimum wage.”

“I care fully for domestic workers by registering them to social security.”

“I care fully for domestic workers by respecting her time off.”