MEDIA TRAINING
How can we use social media for awareness raising and promotion of our work?

REAL WONDER WOMEN
resist structural barriers
to fight climate change!

@women2030
@women2030
Hanna Gunnarsson
women2030.org
Purpose of online campaigning

• Bring policy level to local level (and vice versa), opportunity for engagement from afar

• Make it accessible: translate complicated text into common language
Background

**WECF campaigns**
#notwastingourfuture - ongoing, Ostrava
#SDGsonTheGround - 2017, Instagram & BMUB

**Women2030 campaigns**
#HerstoryOfChange - will be launched on 8 March 2018

**WMG campaigns**
#feministvision - HLPF2017
#womendefendcommons - HLPF2017 & COP22, ongoing
#feministUNEA - UNEA3
#Feministvision

1. Scarves campaign
One color per day, different theme for each day, 50 scarves x 10 different colours – one different color per day
Fight like a girl (v):
meaning using your influence and power to make the world a better place.

LET US WOMENSPLAIN THIS:

SEXUAL RIGHTS
HUMAN RIGHTS
ARE

WEALTH OF 1%
RICHEST EQUAL TO OTHER 99%

@women2030
@women2030
women2030.org
#Feministvision

3. Tweets of the day

Theme
Protect and engage environmental and women’s human rights defenders (WHRDs)

Suggested tweets
• #HLPF2017 delegations: Show feminist and women-led groups and environmental human rights defenders you support & value their SDG monitoring
• Recognize Women Human Rights Defenders as legitimate, critical and vital actors WHRDsresist HLPF2017 WHRD
• Recognize the critical role of Women Human Rights Defenders in advancing not only Goal 5, but all the#globalgoals! HLPF2017 WHRDsresist
WE WANT

A MINISTERIAL DECLARATION, WITH STRONG COMMITMENT TO:

- GENDER EQUALITY
- WOMEN’S HUMAN RIGHTS
- MEANS OF IMPLEMENTATION

#feministvision

Tweet activity

Women's Major Group @Women_Rio20
Help us ensure that our message to #HLPF does not go unheard, your retweet can make a difference! #Feministvision #HLPF2017
pic.twitter.com/IczzRrPyR9

Impressions 27,389

Total engagements 912

Retweets 210
Detail expands 208
Media engagements 201
Follow-up

• **Track analytics** (keyhole, twitter analytics, Facebook analytics, Instagram in-built tool) – #feministvision made 13 million impressions, #womendefendcommons 22 million

• **Thank participants**, give them update on collectively achieved results (on social media and email)
Know your audience
Tailor your message to different social media platforms

Facebook
Twitter
Instagram
Youtube
LinkedIn
Write a good story

Define:
• How?
• Who is your audience
  • Where will you post the story?
  • Avoid acronyms at all cost
  • Everyday language
  • Use humour, photos and films
  • Use statistics to strengthen your argument
• When? Awareness days?
• Why?
  • Link to your campaign strategy
Exercise

Draft a campaign for International Women’s Day 2018, draft a concept note containing:

1. Identify where to post
2. Identify your audience
3. Decide if you are doing a twitter storm or story-based campaign
4. Draft content for your campaign (tweets, draft post)
5. Find hashtags: Produce your own hashtag, and find other hashtags
6. Identify multimedia you want to use (photos, or draft graphics)
Media Training Toolkit

- Activist photography
- Mainstream media
- Social media