

# 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  
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Hanna Gunnarsson  
[women2030.org](http://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**



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# Background

## **WECF campaigns**

#notwastingourfuture – ongoing, Ostrava

#SDGsonTheGround – 2017, instagram & BMUB

## **Women2030 campaigns**

#HerstoryOfChange – will be launched on 8 March 2018

## **WMG campaigns**

#feminsitvision – HLPF2017

#womendefendcommons – HLPF2017 & COP22, ongoing

#feministUNEA – UNEA3



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# #Feministvision

## 1. Scarves campaign

One color per day, different theme for each day, 50 scarves x 10 different colours – one different color per day





**DRESSCODE**  
SHOW YOUR SUPPORT,  
DRESS IN THESE COLOURS

**MONDAY, JULY 10**  
Respect, protect & fulfill the human rights of women and girls

**TUESDAY, JULY 11**  
Protect & engage environmental women's human rights defenders

**WEDNESDAY, JULY 12**  
Address the underlying structures that foster inequalities

**THURSDAY, JULY 13**  
Reform and repeal discriminatory laws and policies

**FRIDAY, JULY 14**  
Create & strengthen gender-responsive public services

**MONDAY, JULY 17**  
Recognize the links between the environment, women's rights & gender equality

**TUESDAY, JULY 18**  
Recognize the links between gender equality, policy coherence & financing for development

**WEDNESDAY, JULY 19**  
Recognize women & girls' autonomy & decision-making as critical to sustainable development and gender equality

**#HLPF2017**



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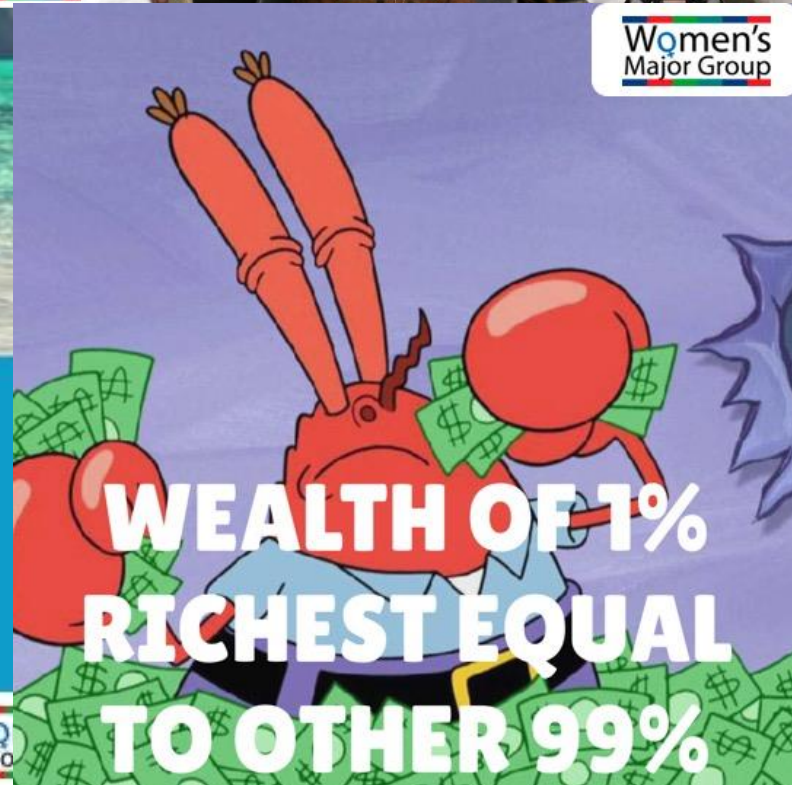
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**Fight like a girl (v):**  
meaning using your influence  
and power to make the world a  
better place.



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# #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



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# WE WANT

A MINISTERIAL DECLARATION,  
WITH STRONG COMMITMENT TO:

- ✓ GENDER EQUALITY
- ✓ WOMEN'S HUMAN RIGHTS
- ✓ MEANS OF IMPLEMENTATION

#feministvision

Tweet activity

X



**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/1CzzRpYR9f

Impressions	27,389
Total engagements	912
Retweets	210
Detail expands	208
Media engagements	201



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# 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)



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# Know your audience

Tailor your message to different social media platforms

Facebook  
Twitter  
Instagram  
Youtube  
LinkedIn



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# 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



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# 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)



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# Media Training Toolkit

- Activist photography
- Mainstream media
- Social media



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