

# THE OTHER PANDEMIC

ACT Alliance 16 days of  
activism social media kit





**35%** of women have experienced sexual or physical violence by non-intimate partner in their lifetime

**70 %** have experienced physical and/or sexual violence from an intimate partner in their lifetime

## The Other Pandemic

ACT Alliance social media Kit for the 16 days of Activism against gender-based violence

### What is the 16 days of activism against gender-based violence campaign?

The 16 Days of Activism against Gender-based Violence is an annual international campaign that kicks off on **25 November**, the International Day for the Elimination of Violence against Women, and runs until 10 December, Human Rights Day. It was started by activists at the inaugural Women's Global Leadership Institute in 1991 and continues to be coordinated each year by the Center for Women's Global Leadership.

It is used as an organizing strategy by individuals and organizations around the world to call for the prevention and elimination of violence against women and girls.



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### Want to get in touch?

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## Why is important to participate?

COVID-19 is not the only pandemic we are facing. Gender-based violence is as widespread and as deadly.

The requirement of physical distancing and the need to stay at home have increased the number of cases of domestic abuse. Economic injustice and reduced work opportunities are putting many women and girls at risk of sexual exploitation.

Moreover, the health of millions of women and girls is at risk, as some governments have considered SRHR services unessential.

While we cope with the consequences of the COVID-19 pandemic, we must keep raising awareness on these issues and demand an end to gender-based violence in all its forms.

## How can your organization participate?

You can add your voice to the call to end GBV in many diverse and creative ways:

Join other ACT Alliance member organisations on Twitter, Facebook and Instagram using the hashtags:

**#Otherpandemic**  
**#ACT4gender**

and thousands of activists everywhere using the hashtags **#16days**.

Remember to tag **@ACTAlliance**

**Tag the media, government officials, missions, unions to amplify the message.**

Share stories from your community and your organisations. The use of the hashtags will ensure that the content you are producing will be featured on our 16 days of activism campaign page [www.actalliance.org/16days](http://www.actalliance.org/16days)



Want to know more on the effects of COVID-19 on women's SRHR? Read this excellent article of Dr Natalia Kanem of UNFPA.

**[GO TO ARTICLE](#)**



**650 M** It's the estimate of women and girls in the world today who were married before age 18

COVID-19 has made face-to-face meetings more difficult. Physical distancing is key to curb the spread of the pandemic. However, technology is coming to the rescue. Organise a virtual meeting to discuss what are the main issues women and girls are facing in your communities or in the communities you serve.

### **Organise a Conversatorio**

We call Conversatorio a physical or virtual safe place. A place where all opinions are respected, and all experiences are valued. Where we don't discriminate on the basis of race, sex and sexual orientation, religion or political beliefs. A place where we meet in trust and we welcome who is different, where we share our thoughts, experiences, best practices with the objective of advancing gender justice. A place where we are allies to one another.

What you need to consider before organizing a virtual meeting:

You can use different platforms: Microsoft teams, Skype, Google Hangouts, Zoom.

- Please be aware that some of these have restrictions in the number of participants (eg. Google hangout only 25 video participants) or time (the free version of Zoom only 40 minutes per meeting)
- You need to make sure speakers test their set up before starting: Consider organizing a pre-meeting test with all the speakers.
- You need to decide if you are hosting a live meeting or share a recorded meeting: Some platforms allows you to go live with your meeting either on Facebook or Youtube. Choose wisely!

If you want to publicize your event and have an idea on how many people are planning to attend, you can create either an [Eventbrite page](#) or a [Facebook event page](#)



**200 M** women and girls aged 15–49 have undergone female genital mutilation

### Use these key messages

1. Our commitment to gender equality and justice is based on our shared belief in human dignity and that every individual has the same inalienable value and rights. We acknowledge that religious institutions, customs, and practices at times have contributed to creating and reinforcing unjust and patriarchal systems and structures.
2. Gender-based violence is a serious threat to gender equality and violates human rights. It is a structural problem that permeates every dimension of society and affects all social classes, cultures and religions.
3. Physical, psychological and sexual abuse is intrinsically linked to power and control, rooted in patriarchal and misogynistic systems. To end sexual and gender-based violence, intersecting inequalities must be addressed.

4. Actions and language that perpetuate sexual and gender-based violence must change, shifting the responsibility, focus and blame to the perpetrator rather than focusing on the behaviour of women and girls.

5. Strategic partnerships with faith actors are needed to challenge destructive social norms and promote legislative reform, particularly in family law. Religious leaders, when adequately sensitised and equipped, can play an important role in transformative action to end violence against women and girls.

**Remember to share all your content using the campaign hashtags:**  
**#OtherPandemic**  
**#16days**  
**#ACT4Gender**  
**and tag @ACTAlliance**

## Go Digital, Go Visual

Write a blog post that will be featured in the ACT Gender Justice Programme brand new website!

The ACT Alliance gender justice programme will host a social media wall feed on <https://actalliance.org/16days>

The wall will provide a window in all the activities of ACT Alliance during the 16 days campaign. It will be organized according to hashtags (#Otherpandemic #16days #ACT4gender) so if you want to be featured, make sure you use the hashtags when sharing on social media.

To make it easier for you and ensure we are present and visible on all social media platforms we have created a **Trello board** where we have gathered all our digital assets.

### [Go to our Trello board](#)

If you want to design your own digital assets remember to use the following approved sizes, to ensure correct visualisation:

Twitter card image size: 1200 x 628  
Twitter video size: 720 x 720 (square), 1280 x 720 (landscape), 720 x 1280 (portrait)  
Maximum Twitter video length: 140 seconds

Facebook image post size: 1200 x 630.  
Facebook video size: 1280 x 720  
Maximum Facebook video length: 240 minutes.

## Feel free to use these Tweets/Posts samples:

Violence against #women and #girls is a global emergency and a public health crisis. This is especially true in a humanitarian and emergency contexts like the one we are living with #COVID19 #otherpandemic #16days #EndGBV #ACT4gender

Violence against #women and #girls is multi-causal issue which can only be solved if we address the root causes of the problem and change those cultural norms that devalue women and girls #otherpandemic #16days #EndGBV #ACT4gender

Faith-based actors and organisation have a key role to play in shaping a new narrative based on #equality. We are allies! #otherpandemic #16days #EndGBV #ACT4gender

## Feel free to add/modify according to your national/regional context

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# Trello board



## Write a blog post or an article!

Stories are one of the most powerful tool to create an emotion and help the viewer/reader relate to the issue.

Stories can take different shapes or use different tools to be conveyed. If you have a good story of transformation or empowerment; a story of change or distress, you can write a blog post or an article to be featured on our ACT Alliance gender justice page: [www.actalliance.org/home-gender](http://www.actalliance.org/home-gender)

To ensure consistency and create a good story appropriate for web sharing please follow these guidelines:

1. **Make sure the article is not too long.** A word page or 600–700 words is more than enough (To do a word count go the main tab of word under Tools>Word Count). We want our readers to keep the focus and receive relevant information. If the article is too long, we risk of losing the interest of the reader.

2. Make sure **you focus on one angle.** Before writing ask yourself: “What is the key message I want to communicate?” For example, if you are writing on the importance of investing in women’s economic justice the main message you might want to communicate is: “When we invest in a woman, we invest in an entire community”. When you are done writing the article, take some time to read it. Does the article communicate the main message you wanted to share?

3. The article should always have an **intro**, where we explain the problem, a **center**, where we explain our response, and an **end**, where we focus on our demands/solutions/future response/main message.

5. **Interviews are always interesting to read** and easy to edit. Make sure you carefully select the questions you want to ask. If you are interviewing a beneficiary, make sure to ask follow-up questions, to ensure that you have all information you

need for your audience. **Want to do a video interview?** follow Palwashay’s advice on page 10.

6. Make sure you read the article with the eyes of someone who does not have the same expertise you do on the subject.

**Is it clear enough? Can the reader understand what you are talking about easily?**

7. Make sure you always **spell out acronyms**, not everyone is an expert on that topic.

8. When you quote a research or a quote, please provide a link that we can refer to.

9. Before sending the article, make sure you do a **spell check with word**. (Tools>Spelling and Grammar).

10. **Make sure we have permission** to use the names of adults, and that we change the names of children (do not include children’s names if the parents are named) to protect privacy

## Be personal!

Another great way of sharing your work and thoughts on a topic is with a blog. To be relevant a blog post needs to provide an opinion on something. To be inspired, think of writing your blog like you were submitting an Op-ed to a newspaper.

1. Choose a topic and create an outline of what you want to say. Check the facts and numbers! It’s good to refer to research made by the UN or other international organizations. When you quote a research please provide a link that we can refer to.

2. Make sure that you have a **clearly defined point of view**.

3. Make sure that your language is clear and your blog contains a **strong voice**.

4. Blogs can also be personal. Share what you have experienced in your work, in your **personal life**, the feelings you have

about lockdown or the challenges on the ground.

Before writing a blog ask yourself:

- Do I have a clear point to make?
- What is it?
- Who cares about it ? Who are you trying to persuade or inform?
- Is there substance to my argument?

**Need to add your logo to our designs? Want to translate them into your language? We'll be able to provide you with the design files. Get in touch:**

**daniela.varano{at}actalliance.org**







**One in 10 women in the European Union report having experienced cyber-harassment since the age of 15**

## How to gather content

Tips and tricks on how to gather content to share on social media

When we communicate the issue of Violence Against Women and Girls, it's important to remember that rather than focusing too much on the problem we must provide solutions and a sense of purpose. The issue is, unfortunately, not new. What can be new, and inspiring is our resolve to end this pandemic of violence that is affecting women and girls but also men and boys worldwide.

Of course, we are going to also share data, information and stories of women and girls in communities who have or are experiencing violence but also stories of transformation, of empowerment, of transformative masculinities; breaking down barriers and social taboos and push for change.



**Palwayshay Arbab**

is the Head of Communications and Regional Gender focal point @ Community World Service Asia.

She is also the co-chair of the ACT Alliance gender justice reference group.

Stories can be collected from:

- Community members
- Local and field staff of member organisations
- Women leaders within the communities or staff members
- Local activists

These stories can be in different formats:

- Blog / Narrative stories
- Video Blurbs / Selfie Videos
- Animations (if you have the skill and resources)
- Photo with quotes – testimonials

**Support each story with photographs.**

Here is a guide for photographs to select from:

1. Portrait shots – for ALL stories/Photo

Testimonials 3 variations– strong and defiant, smiley and positive, character shot (evoke emotion of who they are through portrait).

2. Close up shots / Photo Testimonials: eyes looking at the camera

3. Photos of key objects/place that represent the story/theme, or something that helped with the transformations.

For example, books, travel, a hobby, a religious centre, school, community house, an enterprise, etc.

4. Issue-oriented photos: General photos conveying the ongoing situation of GBV in the area, e.g. portraits of people looking emotional, in conflict areas, poverty, etc.

5. Positive Mood Photos: We would like a significant amount of 'positive' photos that convey the difference that can be made when communities are not experiencing GBV or any kind of violence. For example: smiling families, women in happy conversation, women with their



Want to know more about  
gender-based challenges  
during COVID-19? Read ACT  
Alliance briefing paper.

**[GO TO BRIEFING](#)**



**82%** of women parliamentarians in 39 countries across five regions reported having experienced some form of psychological violence

loved ones or in their 'happy place', women and girls doing what they like, images that convey pride, hope, and prosperity.

6. Cultural Shots: General cultural shots should also be collected to convey the landscape and way of life of people in the area.

**REMEMBER: All photographs and stories must be supported with a written consent form.**

### **Videos**

You have a story to tell, and video could be the best way to tell it.

Videos can be more captivating than stills or text.

We have some steps you can follow to help make your video story look professional, even if this is your first time:

### **Choose your equipment wisely!**

Most camcorders sold today shoot in high definition (HD). Even most smart phones and tablets produce HD video, and they

good camera. Using smart phones is a great option if you are planning on posting short clips from your phone directly to social media.

### **Tripod**

A video that is constantly shaking and moving, in and out of focus can be very distracting. A tripod will help your video look more professional by keeping your image steady. You can also use mobile tripods, which are cheap and handy. If you don't have a tripod, put your camera/ smart phone on any stable level surface.

### **Microphone**

If you only use your camera's built-in microphone, your audio quality will be poor because the built-in microphone picks up every sound around it. For example, if filming outdoors, the wind may completely destroy your audio so pay attention to that when filming. There are cheap options available on the internet and they will make a difference. Viewers will not be able to notice the fact that you used a smart phone to shoot.

## Map your content

Write down a list of shots you want to see in your final video. Prepare questions in advance. Time your content. For social media, anything below two minutes is great!

## Learn the basics

Typically, there are three types of stable shots used in videography: wide, medium and close-up. Each type of shot refers to how far the camera is from your subject.

## Interviewing

Whether it's a 10-second clip of someone describing a feeling or an achievement or a 10-minute story about sharing experiences.

## What makes a good shot

No matter what the length of your interview is, here are a few things to think about:

## The background

Find a background that helps tell your story. For example, you can film a teacher sitting in their classroom or a mother advocating for more outdoor playtime standing in a local park. A good background adds the value and credibility to your video interview.

## Lighting

Make sure your interviewee is properly lit. Avoid dark corners of offices and hallways. If there is backlighting from a window or the sun, change locations so the light is in front of the person.

## Noise

Avoid crowded rooms and outdoor locations that are windy or have a lot of traffic. Especially if you don't have an external microphone, find a place that is as quiet as possible.

## Ask leading questions

Never ask questions that can be answered with a yes or a no". Ask instead "what," "how," or "why."

## Give helpful reminders

Remind your interviewee to speak in full sentences and to incorporate the question into the answer. Also, make sure to pause before answering or asking a question. This will make the editing easier, especially if you want your questions be removed from your final video clip.

## Be quiet

While your subject is responding, it is best to stay silent. Even short responses from you like "yes" or "uh huh" will be distracting and you won't be able to edit those out of your final video. To acknowledge that you're listening, maintain eye contact and nod your head.

## Make them feel comfortable

Not everyone is comfortable in front of a camera, so you may need to spend a few minutes discussing the topic before you start recording. Small things like telling jokes or turning off the red light on the camera can help put your interviewee at ease. If there is ever a point where the interviewee didn't know they were being filmed, be sure to ask permission to use those clips in your video.

When editing your video clip, keep in mind that your audience has a short attention span. This is especially important if you are planning to post your video online, because you need to hook your audience within the first few seconds to make them watch the entire video.

**Remember to share all your content using the campaign hashtags:**  
**#OtherPandemic**  
**#16days**  
**and tag @ACTAlliance**

**The time to end  
gender-based  
violence is now!**

**#Otherpandemic  
#16days  
@ACTAlliance**

**Trello board**

all data and numbers on GVB used in this social media  
kits are from UN Women  
<https://www.unwomen.org/en/what-we-do/ending-violence-against-women/facts-and-figures>