

## WDN SOCIAL MEDIA TOOLKIT

# 10 Days of Activism Against Gender-Based Violence: #HearHerNow for Safer, Stronger Democracies

Thank you for your interest in participating in Women Democracy Network's **10 Days of Activism Against Gender-Based Violence**. We believe women's voices are essential to democracy and essential to ending gender-based violence, a problem that is widespread but often overlooked.

We also recognize that women in politics are frequently the target of gender-based violence in many forms, including online harassment, threats of rape and death, and acts of physical and sexual violence. Thus, gender-based violence not only threatens the security and well-being of millions of women, it also threatens the ability of women to participate in democracy.

We are asking families, communities, and governments to #HearHerNow to break the culture of silence that allows gender-based violence to thrive and to emphasize the vital role of women's voices in politics.

The campaign will take place from **June 22 - July 1** and feature virtual roundtables, Q&A sessions, and shareable online content.

## HOW TO GET INVOLVED

- ▶ Follow **Women's Democracy Network** on [Twitter](#) (@WDN) for the latest updates and to share our content.
- ▶ Use **#HearHerNow** to share your own messages on social media and when sharing graphics from our toolkit (see toolkit resources). WDN will retweet or feature the best content from active participants on our social media channels.
- ▶ Share your experience online or host a virtual session. Don't forget the hashtag!
- ▶ Create blog posts or op-eds that detail the local or regional context of gender-based violence and link and share in your posts. Use the hashtag to tie these posts back to the global campaign.

## BEST PRACTICES

- ▶ Include **"10 Days of Activism Against Gender-Based Violence"** in your post text where possible. For example: "We're participating in 10 Days of Activism Against Gender-Based Violence. Join Us #HearHerNow"
- ▶ Always use **#HearHerNow** to tag your post as part of the campaign.
- ▶ Spread content out over the full 10 days. We want to see 10 days of activism, not just the first one or two days!
- ▶ Tag **@WDN** where relevant. For example: "Inspiring to connect with @WDN leaders and discuss how we can end gender-based violence. It's time to #HearHerNow"
- ▶ Graphics can be reused over the course of the 10 days. Different messages and social copy can accompany the same graphic on different days.

## PERSONALIZE & LOCALIZE

- ▶ Our campaign messages are designed to work across regions. We need participants to personalize and localize the theme with context important to your country. This can include:
  - Highlighting ongoing initiatives or programs tackling gender-based violence.
  - Highlighting proposed or passed legislation that combats gender-based violence.
  - Discussing cultural or regional challenges specific to your country or region.
  - Highlighting community or government leaders that do important work against gender-based violence.
  - Sharing vetted resources for victims of gender-based violence to seek help.
  - Sharing articles that describe the problem in your region.
  - Highlighting and engaging organizations that do ongoing work or research, such as shelters or NGOs that focus on gender-based violence.

## ACTIVATE YOUR NETWORK

- ▶ Reach out to allies with a personal message to participate in the campaign.
- ▶ Include one concrete ask, such as retweeting or sharing one of your posts. Feel free to share additional resources, but be clear about what you want them to do to help.

## TOOLKIT RESOURCES:

Download graphics and post text to use on social media throughout the campaign [here](https://spark.adobe.com/page/F6ftRB1ZVHgzM/):  
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