



16 DAYS OF ACTIVISM AGAINST GENDER- BASED VIOLENCE 2020

WHISE Social Media Campaign Report

BACKGROUND

16 Days of Activism Against Gender-Based Violence is a global campaign dedicated to raising awareness about the impact of violence, particularly on women. The campaign starts 25 November, International Day for the Elimination of Violence Against Women, and concludes 10 December, Human Rights Day.

In 2020, the focus of WHISE's social media campaign was to explore what respect means and how people can take positive action, for example, modelling respect or stepping up when you hear disrespectful behavior. This theme aligned with the Respect Victoria 'Respect Is' campaign and used values-based messaging, building upon our previous social media campaign #RespectStartsWithMe.

In addition, WHISE collaborated with Gender Equity Victoria and women's health services across Victoria to send a powerful message that we stand united for gender equality and together we are stronger if we work collectively for the elimination of violence against women during and beyond 16 Days of Activism.

During the campaign, on International Day of Persons with Disabilities, 3 December, WHISE recognised the work Women with Disabilities Victoria does to advocate for equality and respect for women with disabilities and celebrate the achievements of people with disability.



The following themes were highlighted:

- Men and boys in action
- World AIDS day
- Intersect between family violence and homelessness
- International Day of Persons with Disabilities
- Women in the media
- Promoting gender equality in the workplace
- Youth in action
- Women and the environment
- The girl child

HASHTAGS

The key hashtags used to identify the campaign were:

#16days #16dayscampaign #respectis #callitout #respectstartswithme

There was also a range of hashtags for different themes, such as:

- #HealthierMasculinities
- #Challengegenderstereotypes
- #FreeFromViolence
- #IDPwD
- #DisableStereotypes
- #WomenNotObjects
- #genderequality

CAMPAIGN REACH

Over the period of the campaign (25 November – 10 December 2020) there were a total of 45 posts across WHISE's Facebook, Twitter and LinkedIn pages.

FACEBOOK

There were 16 posts on Facebook, one for each day, which reached 8,411 users. Our partners were encouraged to share posts during the campaign, the following partners/stakeholder shared at least one post during the campaign:

- Kooweerup Regional Health Service
- Maroondah City Council
- Women's Health East

The top post was on 25 November (International Day for the Elimination of Violence against Women and the start of 16 Days of Activism) which asked community to start conversations about respect and highlighted what respect means to us. The post was a gif

featuring rolling images of different staff from women's health services across Victoria holding up messages of what respect means to them. The organic reach of this post was 679.

In addition, on 4 November, WHISE promoted a free one-hour lunchtime session presented by Mark Chenery from Common Cause Australia featuring a practice session on values-based messaging and how to integrate it into 16 Days of Activism. The organic reach of this post was 959.



8,411

Total reach

16

Posts

MOST SUCCESSFUL POST



679

Total reach

TWITTER

There were 19 tweets (including three retweets) on WHISE's Twitter page, which earned 11,200 impressions over the campaign period, with an average engagement rate of 3% (this is a significant increase as WHISE's average monthly engagement rate is 2.1%).

The top tweet was on 25 November (International Day for the Elimination of Violence against Women and the start of 16 Days of Activism), which was a gif featuring rolling images of different staff from women's health services across Victoria holding up messages of what respect means to them. This earned 3,780 impressions (engagement rate 1.8%).

Partners were encouraged to share tweets during the campaign, the following partners/stakeholder shared at least one tweet during the campaign:

- Jean Halies
- Gender Equity Victoria
- Women's Health in the North
- Women's Health East



11,200

Total impressions

3%

Average engagement rate

RESPECT IS...



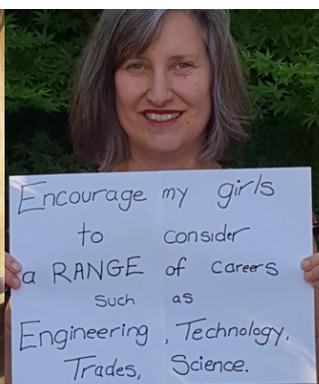
#16dayscampaign
#respectis #callitout



TOP TWEET

3,780

Total impressions



LINKEDIN

There were 10 updates on WHISE's LinkedIn page, the audience for this page is health and social services professionals and key partners and stakeholders, which earned 1,378 impressions, and an average engagement rate of 7% (this is consistent with our monthly engagement rate).

Again top update was on 25 November (International Day for the Elimination of Violence against Women and the start of 16 Days of Activism), earned 410 impressions (engagement rate 6%).



1,378

Total reach

10

Updates

7%

Average engagement rate



STRENGTHS

The focus of this campaign was to send a powerful message that we stand united for gender equality and together we are stronger if we work collectively for the elimination of violence against women during and beyond 16 days of activism. WHISE applied the learning from the values-based messaging for 16 days session and compiled an array of

content from our previous social media toolkit and the MAV Respect is Guide. The use of values-based messaging techniques may have contributed to lack of resistance or backlash to our campaign.

AREAS FOR IMPROVEMENT

Unlike previous years where a social media toolkit was developed, validated and promoted to partners, participating cafes and the general public to raise awareness about how to be an active bystander and call out disrespectful behavior, this year we reviewed our previous campaigns and strengthened the messages.

If we wanted to extend our reach beyond our supporters and had additional funding we could boost/promote our social media posts during 16 Days of Activism to target women and men in the Southern Metropolitan Region.