



16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE
16 DÍAS DE ACTIVISMO CONTRA LA VIOLENCIA DE GÉNERO
16 JOURS D'ACTIVISME CONTRE LA VIOLENCE DE GENRE

16 يوم من مكافحة العنف القائم على النوع الاجتماعي
25 November – 10 December

<http://16dayscwgl.rutgers.edu>



16 Days Campaign Social Media Tool Kit

Increasingly, social media has become a tool for many activists around the world to promote human rights through calls for action and sharing of information, report on violations taking place, and galvanize activists placed in faraway geographic locations on issues effecting wide regions or entire communities. The use of the internet to engage on issues of gender based violence, attacks on education of girls, destruction of the environment, denial of human rights of marginalized communities and encroachment of indigenous land by multinational corporations are a few of the many issues activists have used the democratic space of the internet to voice outrage and call for justice.

While social media for activism cannot be a replacement for “on the ground” movement building, social justice activism, or engagement with allies, it is a powerful tool to inform, engage, and trigger widespread support for human rights principles. It is crucial that as the world shifts further into this technology age, activists use new mediums to bring the message of human rights instruments such as the Universal Declaration of Human Rights, the Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW), and many other resolutions, conventions, and declarations that posit human rights as our fundamental birthright.

In this toolkit, learn how to stay connected and get involved with the 16 Days Campaign through various social media outlets. Our goal is to create a powerful online conversation and presence that will bring awareness and movement to the 16 Days Campaign and the fight against gender-based violence.

Twitter Teach-In

What's a "Teach-In"?

Teach-ins are a series of several, continuous tweets from a single source that revolve around social justice topics. Linked together with a unique hashtag, teach-ins are essentially tweetable lectures that are meant to educate a wide, general audience.

Join the Conversation!

The 16 Days Campaign invites activists and the greater online community to join a Twitter teach-in during the Campaign (**November 25-December 10, 2015**) exploring the theme “**From Peace in the Home to Peace in the World: Make Education Safe for All**” in the context of our work and realities. Follow [@16DaysCampaign](#) and [@CWGL_Rutgers](#) on Twitter and use the hashtags **#16days** and **#GBVteachin** to participate!

Discussion Format

Participants will choose a date during the 16 Days Campaign (November 25-December 10), on which they will tweet their teach-ins. The online community will also be able to contribute by tweeting its own teach-ins, questions, and short responses by using the hashtags **#16days** and **#GBVteachin**. The 16 Days Campaign will then highlight all participants' work by re-tweeting their teach-ins. **Those interested in participating should email the 16 Days Campaign (16days@cwgl.rutgers.edu) for more information and for coordination.**

Sample tweets

- 31 million girls at primary level and 34 million at lower secondary level are not enrolled in school #16days #GBVteachin
- In 2014, global military spending stood at \$1.8 trillion¹, while experts cite a \$26 billion financing gap to achieve basic education for all by end of 2015 #16days #GBVteachin
- Education is a public good, a fundamental human right upheld in int'l & regional human rights conventions & treaties. #16days #GBVteachin
- Girls and young women's education may be cut short by early or forced marriage #16days #GBVteachin

Find examples of tweets from last year's Twitter Teach-In: <https://storify.com/16DaysCampaign/16days-campaign-gbvteachin-week-1>.

Facebook Profile Pic Swap

To kick off the campaign, on **November 25th** CWGL invites all Facebook users to change their profile pictures to the 16 Days campaign logo for the duration of the campaign. Help **spread the word and bring awareness to GBV and the right to safe, accessible education** by changing your profile picture and inviting your FB friends to change theirs.

Download the campaign logo [here](http://16dayscwgl.rutgers.edu/about/16-days-logos) [http://16dayscwgl.rutgers.edu/about/16-days-logos] in your respective language and upload it as your profile picture.

Blog Parade

What's a Blog Parade?

Blog parades are a series of blog posts that revolve around a single topic or issue. The goal of a blog parade is to educate a general audience while bringing awareness to and engaging the global community in the selected topic.

Share your Blog!

CWGL will post the series *16 Blogs for 16 Days* highlighting the work of activists from around the world throughout the campaign. We invite activists, NGOs, and the greater online community to **write about issues concerning unequal access to a safe education and GBV**. Write about your experience with these subjects or about what your organization is doing to eliminate them.

Once your post is published on your blog, please send us an email (16days@cwgl.rutgers.edu) and we will share and feature your posts throughout the campaign.

Flickr Storm

On **December 3rd** CWGL invites supporters of the 16 Days Campaign to take Flickr by storm! Show how you or your organization is working to eliminate GBV by uploading pictures of participation in 16 Days activities or campaign events to our Flickr account. View photos from previous years here: <http://www.flickr.com/photos/16dayscampaign>.



Stay Connected!

- **16 Days Website:** <http://16dayscwgl.rutgers.edu>
- **Email:** 16days@cwgl.rutgers.edu
- **International Campaign Calendar:** <http://16dayscwgl.rutgers.edu/campaign-calendar>
- **Flickr:** <http://www.flickr.com/photos/16dayscampaign>
- **Facebook:** <http://www.facebook.com/16DaysCampaign>
- **Twitter:** [@16DaysCampaign](https://twitter.com/16DaysCampaign)