

SOCIAL MEDIA MANAGEMENT TOOLKIT ON CAMPAIGNING AGAINST SEXUAL AND GENDER BASED VIOLENCE (SGBV)

FOR CIVIL SOCIETY ORGANIZATIONS



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Disclaimer: This publication intends to assist individuals and civil society organizations to promote consistent messaging internally and externally about ending Sexual and Gender Based Violence (SGBV). It aims at civil society groups to help in developing, implementing and monitoring communication campaigns specifically those aimed at SGBV prevention that use social media tools. Through this publication, we hope to harness the power of social media to develop effective campaigns aimed at empowering participants to take action to end sexual and gender based violence.

October, 2019

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Introduction

Around the globe, social media tools have helped fuel social movements. Social media has been shown to strengthen social actors' ability to challenge and change power relations in society, providing platforms for debate, reflection, influencing and mobilizing people.

Increasingly, social media has become a tool for many activists around Pakistan 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 communities. While we strongly believe that social media for activism cannot be a replacement for “on the ground” movement building, social justice activism, or engagement with allies, but 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 birth right.

Social media is a very powerful tool to foster change. In general, social media can provide a space for dialogue that would not otherwise be available, promote discussion and reflection around key topics, model positive behaviors and guide target audiences to positive solutions. It can also strengthen networks, foster feelings of being part of a community, help create an enabling environment and mobilize people.

This toolkit is developed to help civil society organizations who are advocating to improve the prevention and response to SGBV, to better understand the potential of social media in efforts to prevent violence and to learn how to stay connected and get involved ending SGBV campaign through various social media outlets. This publication seeks to offer an understanding of how to use social media as a powerful tool in an overall communication strategy for the prevention of SGBV. Our goal is to equipped its readers with skills and understanding to create a powerful online conversation and presence that will bring awareness and movement to the fight against sexual and gender-based violence. We anticipate that this tool kit will be helpful to connect and inspire advocates to take action to end sexual and gender based violence and to learn how social media can be harnessed for social change.

What is Social Media?

Social media is a general term for a range of internet-based applications that allow people to create, co-create, share and interact with information. This is also often known as social networking. In simple words, social media is a mean of connecting people that allows for peer-to-peer interaction, and gets people talking with each other on a mass scale. Social media tools or services use the internet to facilitate conversations, and includes web-based and mobile technologies used to turn communication into interactive dialogue, where people can voice their opinion in many ways. Social media empowers people to engage with other people.

Usage of Social Media in Pakistan:

Pakistan's active social media users grew by 5.7 percent till January 2019. As, disclosed by a global digital report '**We are Social**' and '**Hootsuite**'. Pakistan's mobile internet users were recorded at 21% and mobile subscriptions stood at 154.3 million, internet users with a penetration of 22%, active social media users at 37 million with a penetration of 18% and mobile social media users at 36 million with a penetration of 18%.¹

Annual digital growth (Jan 2018-Jan 2019) for mobile subscriptions witnessed a 5.6% increase or addition of 8 million, active social media users rose 5.7% or by 2 million and mobile social media, users grew 13% or by 4 million.

Resourcing social media:

Social media is free monetarily, but not free when it comes to your time. It is important to be clear from the beginning how much time you can commit to social media work. Some budget is recommended for paid advertising on social media platforms. This has already shown promising results due to its low-cost, highly targeted nature. Social media should complement rather than replace other communication channels. It will affect the amount of time you can spend on more traditional forms of communications, but it will generally be time well spent.

¹ <https://digitalrightsmonitor.pk/active-social-media-users-in-pakistan-grow-by-5-7-report/>

Key Social Media Platforms:

Facebook

Facebook is a social networking website where users can post comments, share photographs and post links to news or other interesting content on the web, chat live, and watch short-form video. Facebook's success can be attributed to its ability to appeal to wider audience and its ability to interact with sites around the web by providing a single login that works across multiple sites.

There were 31 467 000 Facebook users in Pakistan in March 2019, which accounted for 15.2% of its entire population. People aged 18 to 24 were the largest user group. Facebook has maintained its position as the leading social networking platform not only in Pakistan but worldwide.

Twitter

Twitter is a free microblogging service. It is made up of 140 character bursts of information, called Tweets. Twitter is a conversational, real time network known for its 280-character message limit. According to the Digital Report 2019 for Pakistan there are about 1,26M Twitter users in Pakistan.

Twitter is also responsible for the current phenomena we know as #hashtags which is a great tool for targeting specific audiences. It should be noted that #hashtags can be used on any social media platform. The #hashtags for the campaigns to end SGBV provide strength and context to the messaging.

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

Tumblr

Tumblr is user-friendly; all of its features are apparent on the dashboard Think of Tumblr as a two-way conversation: Tumblr is peer-to-peer communication, not a broadcast channel. While you can use it to make announcements, you'll get a better response if you join and follow relevant conversations.

Instagram

Instagram is a mobile-only, photo-sharing application. A photo sharing application that lets users take photos, apply filters to their images, and share the photos instantly on the Instagram network and other social networks. With Instagram you can simultaneously share photos across social networks: Twitter, Facebook, Foursquare, and Tumblr blogs.

YouTube

YouTube is a video sharing service where users can create their own profile, upload videos, watch, like and comment on other videos.

Google+

Google+, is a social network operated by Google that integrates across a number of Google products, including Buzz and Profiles. Google “Hangouts,” is a group video chat feature. People can then join the hangout as long as they have been placed in a circle that was invited by the person who created the hangout.

What makes social media more important than other media?

Following are some of the characteristics which makes media more important than other traditional media.

- **Participation** – Social media encourages input and feedback from everyone (who has access to social media) and is interested in a cause/issue/campaign/ online activity. Unlike traditional media, the audience can also be the content provider.
- **Openness** – Most social media platforms are open to feedback and participation. They encourage comment, the sharing of information, and recognition through activities such as voting.
- **Community** – Social media platforms allow communities to form quickly and communicate effectively. Communities share common interests such as in a campaign to end violence against women.
- **Conversation** – Traditional print and broadcast media distribute or broadcast content to their readers/listeners, whereas social media is seen as a two-way conversation.
- **Connectedness** – Most social media platforms thrive on their ‘connectedness’ and make use of links to other websites and online resources.

Social Media and Campaigns:

A social media campaign is a coordinated advocacy effort through digital spaces to reinforce or assist with defined objectives using one or more social media platforms. Campaigns differ from everyday social media efforts because of their increased focus, targeting and measurability.

How social media can help civil society organizations:

Social media is currently being used by many of the civil society organizations for both internal and external communications in relation to their organizations objectives, goals, and thematic areas. Using digital spaces in organization in advocacy strategies helps the organization in contributing into greater impact and expanding outreach to the widest audience. Following are the ways how social media can help civil society organization:

- Corporate communications: Internal and external communication;
- Engagement: Engagement and outreach to wide audience through social media;
- Awareness: Raising public awareness though campaigns on issues.
- Circulating information: It helps in circulating information online and in the media;
- Relationship Building: It helps us stay connected with local groups, communities, stakeholders in our geographic area;
- Advocacy: Building up a loyal community of followers who will re-share our content and advocate for us;
- Events: Promoting events we are running and generating interest.
- Media: Generating media interest in our work and securing interviews.

Good Practices for civil society to run a successful campaign:

For a campaign to be effective, several considerations must be taken into account in the planning and implementation of the campaign. These include the concepts of:

- Actionable engagement: People need a reason to do something;
- Output(s) that require virality: Successful social media campaigns require virality. Virality means that people have to engage others as part of the campaign - going 'viral' refers to the way content spreads from person-to-person through social media channels;
- Reward, recognition, influence: What do people gain?
 - Creating an on-the-ground community that feels ownership of the campaign first – and then working with this community to mobilize more members both online and offline was found to be one key to success.
 - Developing online activities that are not only fun and easy to take part in, but make personal connections/appeal to the audiences' emotions. One effective approach was holding online discussions around current attitudes and behaviors on gender norms, gender equality, respect and healthy relationships, and promoting and modeling positive gender-equitable behaviors.
 - Incentives to successfully engage audiences ranged from capacity development opportunities and recognition to material rewards.

Ethical guiding principles to consider while working on social issues:

- Respect privacy.
- Respect diverse identities.
- Provide Non-judgmental moderation.
- Ensuring safe, inclusive spaces.
- Never use real names.
- Make sure peoples' identities are not disclosed in photos (Eg. blurred, or taken from behind).
- Be sensitive about what words you choose to use – be careful how you use words/watch for nuances in language.
- Volunteers, campaigners, everyone involved must be on the same page. Do groundwork with these groups.

Role of social media in prevention of and awareness against Sexual and Gender Based Violence

The media now a day is one of the key stakeholders and plays a vital role in raising awareness on SGBV. It sets the agenda which gives it the power to dictate what people see, hear as well as shape their attitudes towards different aspects of life. However even in this era of an influx of multi-media tools to communicate, there is still a lack of awareness and dialogue on what comprises SGBV, legislation frameworks in place for legal recourse, prevention mechanisms, where to go for help, care and rehabilitation. The media's core theme should then be about speaking out, education on SGBV issues and leading dialogues on coming up with solutions and ideas for prevention and care.

Online social media platforms represent a promising opportunity for engaging and mobilizing audience to speak towards the issue/cause you are advocating for. Social media has become an effective tool to raise awareness of social issues through dissemination of brief messages to targeted populations. Sexual and gender based violence is rooted in discriminations, patriarchal and stereotypical norms, gender roles and inequality, and making it challenging to address. Unless we educate and aware our people, we cannot make them to question gender roles, attitudes and beliefs. Women and men who are unaware of their rights cannot claim them. And media platforms including social media plays vital roles not only in increasing knowledge about the rights, challenges, violations, and the social issues, attitudes and root causes of the issues but can also help in gathering evidence and awareness raising, which is the potential for stopping all forms of se gender based violence.

Social media tool is helpful in prevention efforts against SGBV. Along with response, primary prevention is part of a holistic approach to ending violence and promoting non-violence and peace. Generally speaking, response refers to efforts to support and protect those that experience violence, whereas primary prevention focuses on identifying and addressing underlying causes of violence to minimize the chance that it happens in the first place.

Raising awareness to end violence is about changing people's attitudes, perspective and minds-in Governments, civil society organizations and in the general public. Also in order to increase the available evidence on the levels of violence experienced by women and girls (prevalence studies), collection of data on the causes and consequences of violence, peoples' attitudes and perceptions towards sexual and gender based violence. And social media has influential role in this regard if effectively utilized. More research is needed, however, to explore how social media can be used to improve knowledge and adoption of positive and transformative behaviors towards the stereotypical norms and cultural practices.

Strategizing your social media campaign

Key steps: before you start

For an Effective Social Media Campaign, You Must

Understand the context and approach:

While planning a campaign to end SGBV, it is essential to understand that it is not the tools themselves that make good communication, but rather a theoretically informed understanding of the political, social and cultural *contexts* in which media and communications interventions occur. It is always important, therefore, to consider the cultural and geographical context of your campaign in terms of violence prevention. Communication campaigns that lack participation by target audiences and are delivered without taking into account specificities of context - cultural norms and beliefs, and knowledge of target audiences - and how these things can impact the potential for social change may fail to achieve their objectives.

It's also useful to consider what type of approach your campaign will take in terms of being prescriptive or non-prescriptive. A prescriptive approach in a SGBV social media campaign provides a structured context and framework to its communications activities. It calls on lessons that have been shown to be successful in practical interventions to change behaviors and attitudes of your target audience.

A non-prescriptive approach to a campaign for SGBV primary prevention aims to model the values it is trying to advocate for by allowing diverse views to be aired and heard freely in a safe environment, while carefully balancing the importance of respect towards women in discussion content.

Map your expertise and resources:

In order to ensure that the social media campaign is effective, it is very important to assess required human and financial resources in the early planning stages. Working with volunteers, interns and community groups can be an important strategic approach to effective implementation of campaigns.

Creating a core group of supporters:

The successful social media campaigns reflect that the most effective social media campaigns have on-the-ground communities that drive the campaign. Creating a core group or team to run and implement a campaign and fostering a strong sense of ownership of the campaign within this group is the first step to establish community driven campaign. The team with a focused target of development of social media campaign can not only help in development aligned with the specific goal of campaign but contributes to effective implementation and sustainability of social media campaign. This core team or group helps in connecting and engaging offline and online stakeholders and target audience of the campaign to maximize the virality of campaign and support of the cause.

Establish the Connection:

It is extremely important to connect your online campaign with offline activities: There is only so much a standalone activity can do, thus it is important to work your activity into a broader campaign, or a series of ongoing activities in order to maximize the potential of the message. Linking activities that might otherwise have been separate and disconnected can result in activities that are more effective in combination than alone. To maximize the impact and scope of your social media campaign for SGBV prevention, it is important to consider how your online activities can be integrated with offline activities. Such connections need to be planned from the start to have a maximum impact.

You should know what you want to achieve:

You must know the level of change are you aiming for. Social media tools can be used to communicate on different levels. Before you begin, consider what your aim is – to expose, engage and/or generate action:

Expose: Social media tools can be used to expose target audiences to positive messages about gender equality, and to mobilize these audiences to move to the second level (to engage).

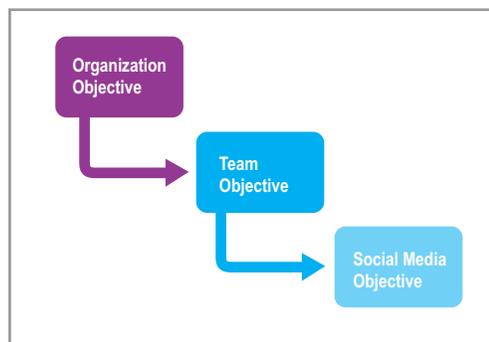
Engage: Social media can also be used to promote critical discussion, and engage the target audience on a deeper level. E.g., groups can discuss and reflect on prevalent gender norms by taking part in contest activities and online discussions.

Action: Social media can be used in a deeper way, to encourage people to take action, develop and implement solutions and help end SGBV in their communities. This is the most difficult of the three levels to achieve. The most common uses of social media expose and engage individuals and groups, however, social media can also play a pivotal role in bringing about action.

Key steps: Development of campaign

Align your social media Objectives to your organization's objectives:

Developing goals and objectives with the set of criteria can be vital to helping civil society organizations achieve success in their social media strategy. Social media work tends to benefit from narrow objectives. Online communities will rarely want to discuss everything going on in the organization, but will cluster around specific topics of interest. These communities of interest should be considered when forming your aims and objectives, you want to achieve through utilizing digital spaces.



Map your online audience/stakeholders:

After setting your objectives which you want to achieve through your social media campaign, the next step is mapping out your audience or stakeholders you want to reach to. Stakeholders are people with an interest in the aims and objectives of a project or program. They usually include a wide range of interests and concerns, from ultimate beneficiaries, to people with the power to effect change. By mapping where your stakeholders are active online, you reduce the likelihood of starting up a social media presence that misses its target audience. This stage should also help you focus on who your most important stakeholders are.

When using social media tools, it's particularly important to determine your specific target group and know your audience. You can then plan the best way to reach those audiences using social media, which platforms are most appropriate (e.g., mobile-based SMS technologies, Facebook, etc.), and consider developing partnerships with existing social media platforms where your target audience already has a strong presence to promote your campaign.

Resources and possible reward:

Incentives can help to engage audiences. The principle of 'RRI' describes the basic human emotions that build online communities:

- Reward: People like to get things;
- Recognition: People like to be acknowledged by their peers; and
- Influence: People like to know that they influenced something tangible.

A campaign that includes these three elements has the best chance of getting results. Thus it is important to have a specific strategy for how to recognize and reward participation. Different kinds of incentives can be used to attract people to take part in the campaign, such as learning opportunities, recognition or material rewards. Social media tools in particular lend themselves to sustaining audience involvement through public recognition of participants/winners and their ideas, such as highlighting people/champions who are regularly active in the campaign - to foster even higher levels of interaction and participation in the campaign.

Content/messages and its alignment with social media campaign:

Content is the most important component of the online world. Without it, implementing an effective social media campaign is not possible. Developing channel-specific, culturally appropriate and objective focused content is essential to engage your target and wide audience.

The content of the key message(s) in any social media campaign should include:

1. concise, relevant and clear statements that capture the problem;
2. what the audience can achieve by addressing the problem;
3. The solution to the problem; and

4. The specific actions the audience can take to solve the problem.

Messages and content must be appropriate for the platforms you use, and impactful and clear in order to engage your audience and to ensure your audience understands the message quickly. Messages should be pre-tested with the relevant target group to ensure relevance and desired understanding before being integrated into campaigns.

Resonate with your target audience:

Messages that have been found to be most effective in SGBV prevention campaigns promote positive actions, attitudes and behaviors that are opposed to violence as an accepted social norm. Such positive messages build on men's values and predisposition to act in a positive manner. Men are more receptive to positive messages outlining what can be done, than to negative messages that place blame. Thus, messages must tell your audience they can do something – be a role model to their friends and take action or be part of the solution to SGBV. Further, meaningful interaction between men that foster change is a crucial element of successful violence prevention programs. Lastly, ensure that the age, culture, socio-economic status and peer group experiences of your target audience is taken into consideration when developing messages.

Identifying communication platforms:

Once you have decided SGBV prevention messages and audiences, then you can work out which platforms will offer the best route to those audiences. These platforms need to be planned carefully taking into consideration:

- the most popular and accessible platforms that engage your primary audience
- your available budget
- how specific your messages are, and therefore how specific the channels need to be the platforms that best lend themselves to the content you have developed
- participatory approaches to communicating your messages, involving your audience and maximizing impact
- timing

choosing your social media tools and platforms, consider partnering with or having the campaign hosted on a popular online platform already frequented by the target audience. This not only can help promote your campaign, but can help ensure sustainability of the campaign for the longer-term.

Requiring virality:

Successful social media campaigns require and build in virality. Virality means that people have to engage others as part of the campaign. Going 'viral' refers to the way content spreads from person-to-person through social media channels. If someone 'likes' a piece of content and shares it with 100 other people,

who each share it with 100 people, the audience can grow exponentially. Virality must be built into the campaign so that people are required to share content with others in order to receive an incentive or reward. Incorporating 'voting' and 'judging' into your campaign is another way to foster virality.

Building connections between online and off-line activities:

It is essential to have a clear connection between online activities and offline interventions that mobilize action on the ground. On its own, social media will most likely not change gender norms – it is a tool to mobilize action, create dialogue and foster an enabling environment.

Thus, consider incorporating your social media campaign messages into a broader campaign or a series of on-going activities. Linking activities can result in activities that are more effective in combination than alone.

Monitoring and Evaluating Your Social Media Campaign:

An effective monitoring and evaluation (M&E) plan requires a campaign to set clear objectives at the outset, to serve as yardsticks for measuring impact and success during the interim and final stages of the delivery of SGBV prevention campaign. M&E sets systems in place for monitoring and assessing progress and gauges the value and impact of VAW prevention activities based on the perceptions, attitudes and behaviors of target audiences.

The Power of Social Media and the Limitations:

There are many ways that social media can be used in communication campaigns aimed at preventing Sexual and Gender Based Violence – social media can serve both as a key tool at the forefront of the campaign support a more traditional campaign pinned to traditional media and on-the-ground events or a campaign that uses social media on both these levels.

However, social media can only be one part of the spectrum of interventions that are needed to prevent SGBV. The social media can be an effective way of mobilizing youth and promoting discussion and reflection around key topics, modeling positive behaviors and guiding target audiences to positive solutions. However, there is little evidence that social media alone could be effective in changing a lifetime of gender socialization, rather, it could serve as the starting point for such changes. Attitudinal or behavioral changes are more effectively brought about through interpersonal activities.

Thus, when social media work is connected to other interventions, it can be a very powerful tool to foster change. It is in this way that social media can support the overarching goal of preventing Sexual and gender based violence.

While the social media can be used to strengthen networks, foster feelings of being part of a community and help create an enabling environment. Social media can provide a space for dialogue that would not otherwise be available. It is often observed by the campaigners worldwide that social media campaigns are less effective when conducted as standalone activities, compared to when integrated with face-to face and on-the-ground activities. Understanding and measuring the kind of impact social media interactions have on the target audience is difficult, though possible with the right monitoring plan. Overall, social media can expose large audiences to messages, but only engages much smaller numbers of people in learning and activities, and an even a smaller number of people to take concrete actions to prevent SGBV.

What Social Media Can Influence:

What changes are needed to prevent VAW and to contribute to a decrease in the prevalence of violence?	Which ones of these CAN social media influence?	What will social media likely NOT change on its own?
Change people- s perceptions: we need to change stereotypical perceptions around gender inequality in intimate relationships — for example, that the man is the head of the household and the wife should always obey her husband.	✓ Can help change perceptions: awareness through sharing knowledge.	Social media is not likely to bring about any change when used as a standalone activity. However, when social media work is connected to other interventions, it can be a very powerful tool to foster change.
Change behaviour within families in terms of how women are treated, valued and respected.	X Generally difficult to bring about change using social media alone.	
Laws and policies that promote gender equality, political will.	✓ Engage/put pressure on government organizations responsible for addressing gender/ violence again women and lawmakers to increase political will.	
Change social acceptance of violence: harmful ideas of masculinity and femininity	✓ Can challenge harmful norms through images that counter they objectification of women, alternative forms of non-violent. gender equitable masculinities that are based on peace. caring and positive communication.	
Change perception that violence is private, not a social issues	✓ Social media can bring stories to the public that challenge notions that violence is private.	
Group education — among individuals and communities.	X Generally difficult to bring about change using social media alone.	
Address child abuse (research shows people who were abused as children are more likely to perpetrate violence or end up in violent relationships). Address substance/alcohol abuse (research shows associations between alcohol abuse and use of violence).	X Generally difficult to bring about change using social media alone. X Generally difficult to bring about change using social media alone.	
Poverty/socio-economic status (research shows some associations between lower socio-economic status and an increased likelihood for perpetration of violence; though in some contexts it is the opposite).	X Generally difficult to bring about change using social media alone.	
Religious interpretations that are not gender inequitable	X Generally difficult to bring about change using social media alone.	

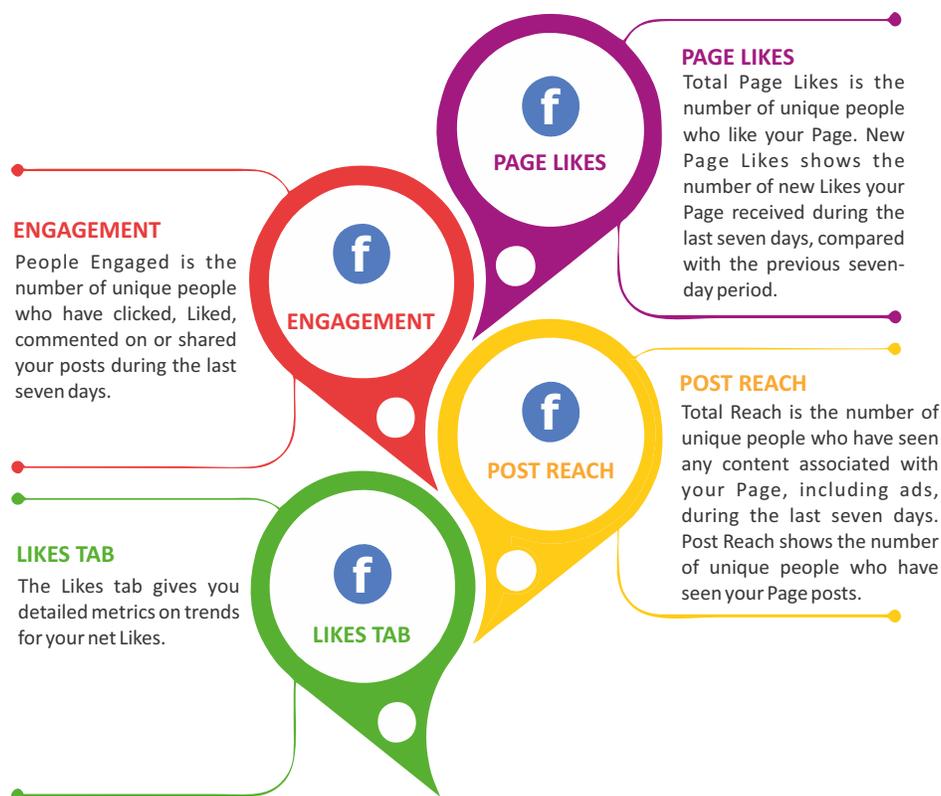
² http://www.partners4prevention.org/sites/default/files/resources/socialmedia_final.pdf

Effective social media campaigns: use social media platforms and combine them with:

- Reputation, reward and influence based contests or challenges
- Offline components for gathering and engaging youth around the campaign
- Rewarding people, both those who contribute and those who benefit
- Partnering on the ground in target areas
- Clearly communicating the campaign's tangible results to all parties involved
- Do not merely disseminate information: Be clear on the results - people want to make a difference and be rewarded and recognized for it
- Require and build in virality.

"Social media metrics are data and statistics that give you insights into your social media marketing performance. While some social media marketing metrics are universal, there are also platform specific metrics you need to learn."— Sprout Social

Your SMART goals will establish what metrics you need to measure. Below are individual platform metrics which will also be useful.



ORGANIC LIKES

Number of people who have Liked your Page, not as a result of a Facebook Ad campaign.

NET LIKES

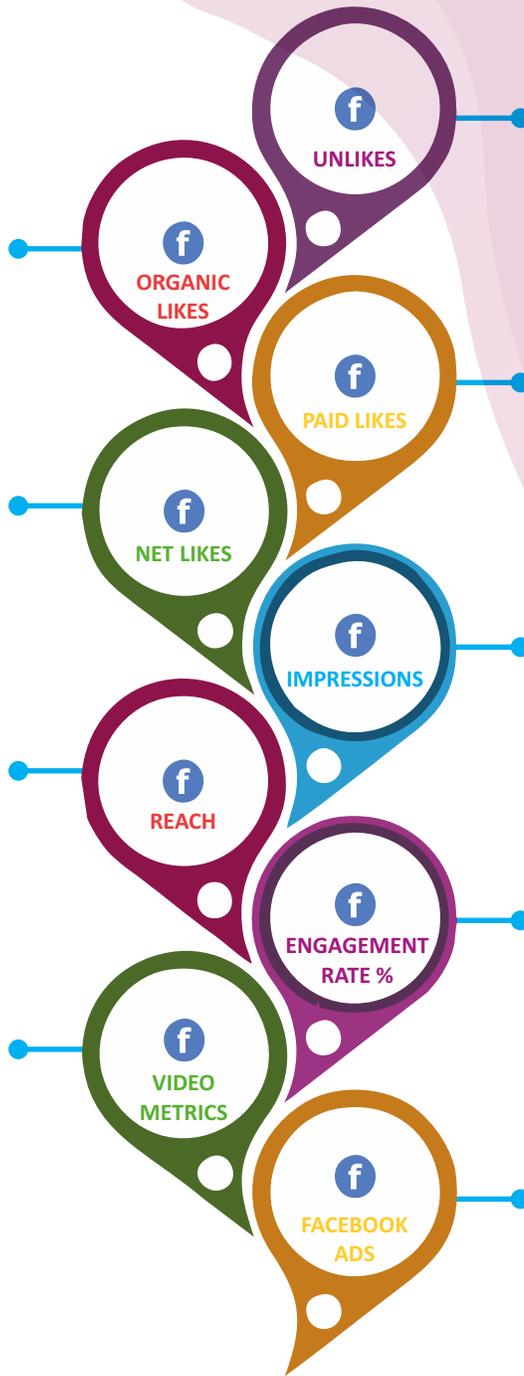
The number of new Likes minus the number of unlikes on your page.

REACH

The number of people who received impressions of a Page post. Reach might be less than impressions since one person can see multiple impressions.

VIDEO METRICS

Now often a video was viewed for three seconds, 30 seconds or 95% of the total video length.



UNLIKES

Number of people who have unliked your Page.

PAID LIKES

Number of people who have Liked your Page as a result of a Facebook Ad campaign.

IMPRESSIONS

The number of times a post from your Page is displayed, whether the post is clicked or not. People may see multiple impressions of the same post. For example, someone might see a Page update in News Feed once, and then a second time if their friend shares it.

ENGAGEMENT RATE PERCENTAGE

Engagement rate is the percentage of people who saw a post that Liked, shared, clicked or commented on it.

FACEBOOK ADS

Clicks to website, Page likes, Post engagement, Video views, leads generated.

CLICKS

The number of clicks on your content, company name or logo.

FOLLOWERS

The number of followers you acquired when sponsoring an update.

POST VIEWS

The number of views your post has had.

TWEET IMPRESSIONS

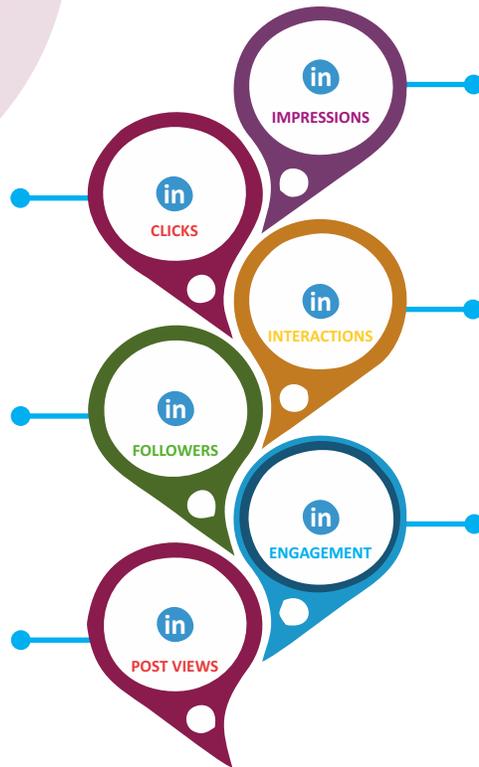
The number of people that have seen your Tweets have been seen by

MENTIONS

The number of times your username has been mentioned by others.

TWEETS LINKING TO YOU

The number of Tweets attributed to you in Twitter Cards with URLs.



IMPRESSIONS

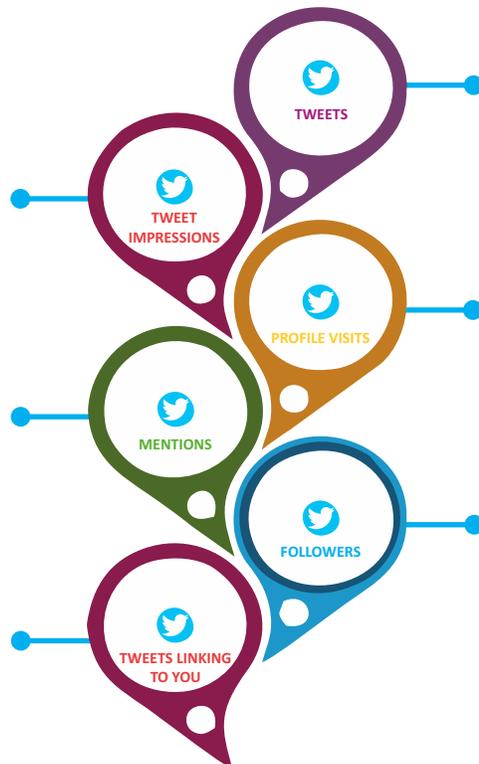
The number of times the update was shown to Linked In members.

INTERACTIONS

The number of likes, comments and shares on your update.

ENGAGEMENT

The number of interactions divided by number of impressions.



TWEETS

The number of Tweets you've posted to your account.

PROFILE VISITS

The number of people who have visited your profile.

FOLLOWERS

The number of followers on your Twitter account.

Promoting your campaign and working with the media:

Engaging with the media (beyond your social media platforms) can help achieve your campaign objectives. Engaging with media outlets can help you to:

- Raise public awareness of sexual and gender based violence
- Spark public debate about SGBV
- Put pressure on key decision/policymakers to take action to prevent SGBV
- Promote your campaign and recruit more supporters
- Celebrate your campaign achievements

Using your social media platforms effectively:

After your campaign has launched, it is important to maintain focus on participation. Communicate with your audience on a daily basis on multiple social media platforms, to start conversations, make comments, send messages, share links, photos and videos and continually ask the community to invite their friends to expand the network. If campaign moderators are not interactive and don't respond in a reasonable amount of time, you will miss the opportunity to engage with participants.

Be sure to designate online moderators to listen to comments and feedback from the community on each of the campaign's platforms and provide regular responses. By listening to feedback from your audience and being flexible, you can act upon what community members are saying. In online discussions, let things be led by the audience – but maintain a degree of facilitation/guided discussion - and always bring the message back to the campaign theme(s) and messages

Post Campaign steps: Monitoring and Evaluating Your Social Media Campaign

An effective monitoring and evaluation (M&E) plan requires a campaign to set clear objectives at the outset, to serve as yardsticks for measuring impact and success during the interim and final stages of the delivery of a SGBV prevention campaign. M&E sets systems in place for monitoring and assessing progress and gauges the value and impact of SGBV prevention activities based on the perceptions, attitudes and behaviors of target audiences.

Monitoring is the routine tracking and reporting of priority information about a programs and its intended inputs, outputs and outcomes.

Evaluation is a rigorous, scientifically based collection of information about programs activities, characteristics and outcomes. Evaluation aims to explain why things are happening and to identify and share important lessons.

Social media campaigns tend to track website metrics to measure 'success', however, it is often at times unclear how and whether metrics translate into achievement of the specific objectives of the campaign.

Thus, for social media campaigns, how can we use M&E processes to answer:

- Did the campaign achieve its objectives?
- Did it reach the target audience?
- Did the target audience understand the campaign messages?
- (How) did the target audience engage in the campaign?
- Did they respond in the way that was intended?
- Did they demonstrate engagement with the content?
- Did they demonstrate gender equitable attitudes or modelling of gender equitable behavior?

Measure your outcome:

In addition to tracking metrics, how can social media campaigns be monitored and measured for outcomes and results such as:

- Changes in understanding (concepts of what SGBV is and awareness of tools to prevent it: 'this is violence and I need to do something about it')
- Changes in behaviors/relations/empowerment
- Increased advocacy including community, peer and policy
- Increased commitment
- Discourse change (SGBV is talked about on a personal level')

Conclusion:

The fundamental changes that are needed for long-term violence prevention are challenging and varied they are rooted in a complex series of actions ranging from community mobilization, legislation and institutional capacity change through to attitudinal and behavior change in relationships, discourse and social norms. Thus it is only when social media work is connected to other interventions that it can become a powerful tool to foster change for the prevention of violence against women.

Another key lesson need to understand that it is not so easy to understand and measure the kind of impact social media interactions have on the target audience, that is why a proper monitoring plan is also very important. A comprehensive monitoring and evaluation framework helps in capturing both indications of 'performance' (e.g., website metrics such as number of visitors to the campaign website) and actual results, like changes in awareness and understanding and tools require to prevent and address it, by attitudinal change and commitment change. To capture this, an M&E framework must include both quantitative and qualitative measurements.

Checklist of social media good practices:

Social media good practices	Are these practices being applied to the campaign?	
	Yes	No
Planning		
Actionable engagement		
1. Is the main campaign activity fun, simple and clear?		
2. Does the campaign cultivate feelings of personal relevance? (was there something new unexpected about it? did it tap into emotions? did it use visuals?) <i>(PUVV: Personal, Unexpected, Visual, Visceral)</i>		
3. Does the campaign build upon the same group of people. and involve stages of progression that build on the previous activities (while still keeping it simple and not being overly ambitious)? <i>(Rolling thunder)</i>		
Output that requires virality		
4. Are the main activities inherently viral? <i>E.g. requires multiple users for success (help me win x by voting for me)</i>		
5. Does the main activity include submission, voting. and judging?		
Gain		
6. Does the campaign offer a 'prize' (can be a reward. recognition, or influence something tangible - not necessarily material) <i>(RRI: Reward, Recognition, Influence)</i> .		
7. Does the campaign include an offline event to showcase most active participants, or winning ideas?		
Implementation		
8. Does the campaign use multiple platforms to spread the word daily? (E. g. Use selected social media platforms every day to start conversations. make comments. send messages, share links photos, videos. ask community to invite their friends, etc)		
9. Does the campaign use social media to listen to their community, and then act upon what community members were saying?		
10. Does the campaign provide a space for reflection? Do the campaign activities require people to think and discuss the issue with peers?		
11. Is the social media work connected to other interventions?		

Resources Used:

- <https://napoleoncat.com/stats/facebook-users-in-pakistan/2019/03>
- <https://www.technologytimes.pk/pakistans-social-media-users-5-7/>
- <https://www.quora.com/How-many-Twitter-users-are-there-in-Pakistan>
- http://www.partners4prevention.org/sites/default/files/resources/socialmedia_final.pdf
- <https://www.hse.ie/eng/about/who/communications/digital/social-media/social-media-toolkit-supporting-internal-social-media-use-dec-2017.pdf>
- <https://buffer.com/library/social-media-management-tools>
- <https://contentmarketinginstitute.com/2018/08/best-social-media-tools/>



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