



Violence is preventable
UNDP, UNFPA, UN Women & UNV
Asia-Pacific regional joint programme
for gender-based violence prevention

Using social media for the prevention of violence against women

*Lessons learned from social media communication campaigns to
prevent violence against women in India, China and Viet Nam*

Working Paper 6

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This publication includes learning from a number of workshops - the ‘Social Media for Social Change – Engaging Young Men Through Social Media for the Prevention of Violence against Women’ social media project clinic, held in Bangkok, 28-29 September, 2010 and the ‘Social Media for Violence Prevention: Reviewing What We’ve Learned’ workshop, held 28-29 March, 2012, in Bangkok. The workshops brought together the organizations that are part of this regional project (Community the Youth Collective (CYC), UN Women India, Peace and Development Viet Nam (PYD), UN Women China and Eastern Campus) - and others in the region who have developed and implemented social media campaigns for the prevention of violence against women – with a private sector global expert on social media to share and learn from each other. Partners for Prevention wishes to extend its sincere gratitude to all participants and resource persons, both during and after the workshops, for their substantive contributions to this publication. Their guidance and technical contributions enriched the contents of this publication. This report was written by Caroline Liou, Rama Vedula, Kuber Sharma, Ben Swanton, Phan Minh Chau, Zhiming Wen, Huan Liu, Julia Broussard, and Ruixiang Guo. Thanks also to Ani Lamont and Dida Conner for editing of this report, and to the Partners for Prevention team - Stephanie Miedema, Khamsavath Chanthavysouk, Emma Fulu, Xian Warner, Raymond Brandes, Chetpon Changcharoen - for their input. UNFPA Vietnam provided The ‘Love Journey’ campaign with financial and technical support. Special recognition goes to James Lang and the Partners for Prevention team for shaping this project, and Larry Fitzgibbon and Mateo Gutierrez, of Demand Media, Inc., a private sector online media company that provided pro bono support to this project.

1. Background

The use of social media tools such as Facebook, You Tube and blogging sites have become part of the daily lives of millions of people in Asia. As of June 2012, Asia has more than 1,076,000,000 internet users - more than any other region of the world - and accounts for 45 percent of internet users worldwide. While internet penetration rates are only 28 percent, Asia - particularly amongst youth - is the world's fastest growing and largest segment of social network users in the world.¹

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.

To better understand the potential of social media to engage young people in efforts to prevent violence against women (VAW), the Partners for Prevention regional project, 'Engaging Young Men Through Social Media for the Prevention of Violence against Women' – which supported social media campaigns designed to raise awareness and motivate young people to take action to prevent VAW - has revealed practical lessons from three campaigns on the effective use of social media tools for violence prevention.

The three campaigns, implemented in 2011/2012, were: the "Must Bol" Campaign, conducted by Community the Youth Collective (CYC), a youth NGO from Delhi, India; the 'Love Journey' campaign by Peace and Development Viet Nam (PYD), a Spanish NGO in Hanoi, Vietnam; and the "17 Man" campaign by Eastern Campus, a public relations company in Beijing, China, with guidance from UN Women China. This publication is based on best practices and lessons learned from these three social media campaigns implemented in China, Viet Nam and India.

1.1 Objectives of this publication

Based on these campaigns, this publication seeks to offer an understanding of how to use social media as a tool that is part of an overall communication strategy for the prevention of violence against women, and how these tools fit into the spectrum of work that addresses the prevention of VAW.

This publication reviews the key elements of each campaign, consolidates technical lessons on how to apply social media tools and summarizes how social media tools can support effective violence prevention interventions.

It answers questions such as 'can social media help to bring about changes in awareness, attitudes and behaviours?' and 'what kinds of VAW prevention objectives can social media help influence?'

It explores whether exposing people to messages through social media is enough to bring about VAW prevention objectives, how social media tools can be used to bring about change, and how we know such changes have come about.

¹ Internet World Stats, 2012. Internet users in Asia, 2012 Q2. [online] Available at: <<http://internetworldstats.com/stats3.htm>> [Accessed 30 May 2013].

1.2 Who will find this publication useful

This publication is aimed at UN and civil society groups to help in developing, implementing and monitoring communication campaigns specifically those aimed at VAW prevention that use social media tools.

Through this publication, we hope to help campaign coordinators harness the power of social media to develop effective campaigns aimed at empowering participants to take action to prevent violence against women.

1.3 Guiding principles on work for violence prevention

When developing and conducting a social media campaign, what ethical principles need to be considered? The following offers an overview of guiding principles for all work on VAW prevention:

Putting the safety and support of women/men who have experienced violence first

Women/ men who have experienced violence remain the first priority of any work in the field of VAW. Before efforts to prevent violence can begin, develop an understanding of the existing and functional response system available to women in your area and how your work can include collaboration and coordination with the response sector.

Commitment to gender justice, human rights and freedom from violence for all

Prevention of violence against women – working both with women and with men – must remain firmly grounded in feminist and human rights principles that aim to achieve gender equality and human rights (including freedom from violence) for all.

Evidence and innovation

While the field of VAW prevention is relatively new, there is more evidence as to what works to stop violence before it starts. This evidence can help to drive and scale-up more effective programmes, policies, communications strategies and research methodologies, and must be balanced with innovating new approaches.

Ethics and safety

Research, programming and communications around a sensitive issue such as VAW must be approached with the highest commitment to ethical and safety standards. These standards – and clear articulation with team members, partners, donors, and other involved actors – are integral to achieving the overall aims of violence against women prevention work in a rigorous, effective way.

Long-term vision

Preventing violence against women and building just and peaceful societies is a long-term project. Sustainable impact cannot be achieved over typical project cycles, or by the findings of one research study. Rather, deepening capacity to do rigorous violence prevention work, collaborating and coordinating across sectors and diverse stakeholders, and ensuring long-term commitment among actors will help to build a sustainable foundation and drive violence prevention efforts forward.

Working with the media

When working with media, whether it be engaging with traditional and or using social media in your campaign, there are a number of ethical considerations that need to be factored in:

- Any presentation of stories, research, or quotes from people who have experienced or committed acts of violence, must protect their confidentiality and be based on the principle of ‘do no harm’.
- You should not use real names unless people specifically agree to be identified.
- Take care when presenting research findings, to ensure that the information presented is sufficiently aggregated to ensure that no one community or individual can be identified. Where case study findings are presented, sufficient detail should be changed to ensure that the source of the information cannot be identified.
- When research findings are used, they must be disseminated in a scientifically rigorous manner. Care should be taken to highlight the extent to which VAW is cross-cutting, existing in all communities and socio-economic groups. Particular attention must be paid, to ensure that findings are not used as a means to describe one setting or ethnic group as being ‘worse’ than another.
- You should change names and omit other identifying descriptions of visuals, unless an individual has given informed consent.
- In certain cases, using an interviewer or interviewee’s name and/or recognizable image is acceptable. However, if their identity is used, they must still be protected against harm and supported through any stigmatization or reprisals.
- Avoid using images of, or identifying women’s shelters, psychosocial support/counselling centres, etc. Work with photographers to formulate images that do not victimize or stigmatize people who have experienced violence or former perpetrators of violence; and that do not identify interviewees who wish to maintain anonymity.

BOX 1.1: What ethical guiding principles are important for work on social media for VAW?

The three campaigns found the following specific ethical principles relevant when working on social media campaigns:

- 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.

Ethical issues encountered by the campaigns included:

- In an effort to use 'youth language', at points some participants felt the campaign language reinforced a stereotype.
- One campaign used a fictional character (the 'Bubbly Aunty') as a moderator for online discussions; some participants felt there were ethical dilemmas about using a false identity.
- Have presented situations, e.g., in an article, where a man is a perpetrator, making men feel uncomfortable.
- A real person role model was used in a campaign billboard. As a result of being in the billboards, the man was made fun of by members of his community. Campaign organizers later heard reports of the man in the billboard beating his wife.
- There is a risk in inviting celebrities to take part in campaigns – selection and training must be very careful. This extends to other partnerships as well.

2. How can social media help prevent violence against women?

This chapter aims to:

- Give a brief introduction to the primary prevention of violence against women;
- Offer an overview of how social media can fit in to the spectrum of initiatives/responses to prevent VAW.

2.1 Introduction to the primary prevention of violence against women

Primary prevention is all efforts to stop violence before it starts. 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

Primary prevention of violence against women describes all efforts to stop violence before it starts. Prevention focuses on identifying and addressing underlying causes of violence to minimize the chance that violence happens in the first place.

2.2 How social media can fit into the spectrum of initiatives/responses to prevent VAW: What social media can and can't do

How can social media help prevent VAW? The three social media campaigns from India, China and Viet Nam explored in this publication show that there are many ways that social media can be used in communications campaigns aimed at preventing VAW – social media can serve both as a key tool at the forefront of the campaign (the ‘Love Journey’ campaign in Viet Nam), support a more traditional campaign pinned to traditional media and on-the-ground events (the ‘17 Man’ campaign in China) or a campaign that uses social media on both these levels (the ‘Must Bol’ campaign in India).

Underlying the successes of each campaign, however, is the idea that social media can only be one part of the spectrum of interventions that are needed to prevent VAW. The three campaigns generally found that social media can be an effective way of mobilizing youth and promoting discussion and reflection around key topics, modeling positive behaviours and guiding target audiences to positive solutions. Each of the three campaigns resulted in varying levels of awareness, attitudinal, behaviour and/or social norm change. However, there was 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 behavioural 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 VAW.

BOX 2.1: What is social media?

Simply put, social media is a means 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.

Social media has certain characteristics that other media do not:

- **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.
-

Primary uses of social media include:

- **Publishing**, via blog engines ([WordPress](#), [Blogger](#), [Typepad](#), [LiveJournal](#)), wiki platforms ([Wikipedia](#), [Wikia](#)...), lifeblog services ([Tumblr](#), [Posterous](#)) and social QandA ([Quora](#));
- **Sharing**, via dedicated online services for videos ([YouTube](#), [Dailymotion](#), [Vimeo](#)), pictures ([Flickr](#), [Instagram](#)), links ([Delicious](#), [Digg](#)), products ([Pinterest](#)), music ([Spotify](#)) and documents ([Slideshare](#), [Scribd](#));
- **Playing**, via major editors ([Zynga](#), [Playdom](#), [Playfish](#), [SGN](#), [Popcap](#)), dedicated platforms ([Hi5](#)...) and smaller but innovative editors ([Digital Chocolate](#), [Kobojo](#));
- **Networking**, whether it is professional ([LinkedIn](#), [Viadeo](#)), personal ([Netlog](#), [Tagged](#), [MySpace](#), [Badoo](#)) or for former acquaintances ([MyYearBook](#), [Classmates](#));
- **Buying**, with customer intelligence platforms ([Bazaarvoice](#), [PowerReviews](#)), purchase sharing ([Polyvore](#), [Blippy](#)), recommendation ([Hunch](#)) or social commerce offerings like [Boosket](#);
- **Localization**, with mobile applications ([Foursquare](#), [Path](#), [Scvngr](#)), socialized city guides ([Yelp](#), [DisMoisOu](#)) or upcoming events or venues ([Plancast](#)).

For more information on the social media landscape, see <http://www.fredcavazza.net/2012/02/22/social-media-landscape-2012/>

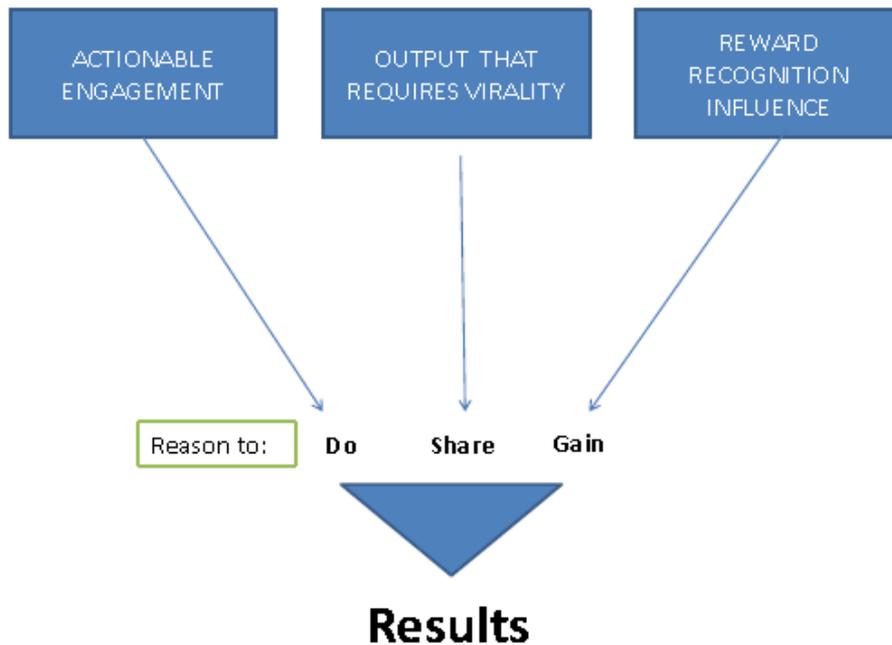
In terms of good practices, the three campaigns found that for a campaign to be effective, several considerations must be taken into account in the planning and implementation of the campaign. These include the concepts of:

- **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?

Also see the points raised in Figure 2.2.

A ‘classic social media campaign’ that includes the above three elements have the best chance of getting results. Also, successful social media campaigns are organised around an event and usually include an element of fun.

Figure 2.1 Points to consider when planning a social media campaign



Other good practices that also emerged from the three campaigns:

- 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 behaviours on gender norms, gender equality, respect and healthy relationships, and promoting and modeling positive gender-equitable behaviours.
- Incentives to successfully engage audiences ranged from capacity development opportunities and recognition to material rewards.

Lessons learned from the campaigns highlight the limitations of social media for the prevention of VAW. This includes 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 VAW.

Box 2.4 describes lessons learned from the three campaigns in terms of what changes for VAW prevention a social media campaign can contribute to. The campaigns found that social media is useful in terms of mobilizing people and providing a space where people can come together to influence changes aimed at preventing VAW. The campaigns also found that 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.

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.

Overall, social media can play a role in affecting critical changes for VAW prevention:

- Social media can play a role in mobilizing communities and individuals;
- exposing, engaging and promoting action



...contributing toward:

- Awareness, attitudinal and behaviour change
- Social norm change

As discussed in section 2.1, the fundamental changes that are needed for long-term violence prevention are challenging and varied - they are rooted in a complex series of actions that range from community mobilization, legislation and institutional capacity change through to attitudinal and behaviour change in relationships, discourse and social norms. It is only when social media work is connected to other interventions that it can become a powerful tool to foster change for VAW prevention.

Figure 2.2: From the campaigns – What needs change to prevent VAW? What can social media 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 against 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 the 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).	X Generally difficult to bring about change using social media alone.	
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.	
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.	

3. Developing your strategy: Planning an effective social media campaign for the prevention of VAW

This chapter aims to:

- Give an overview of things to consider before planning your communication strategy;
- Offer a step-by-step overview of how to develop a communication strategy for a social media campaign.

This section focuses on how to apply social media tools to a communication strategy to prevent violence against women.

For more details on development of evidence-based behaviour change communication materials see ‘Family Health International, BEHAVIOUR CHANGE COMMUNICATION (BCC) FOR HIV/AIDS: A STRATEGIC FRAMEWORK’: <http://www.hivpolicy.org/Library/HPP000533.pdf>

3.1 Before you start: What to consider

Understanding your context and approach

From the outset, when planning any campaign for VAW prevention, 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. Delhi, for example, has a long and established history of activists working on violence against women issues. This context, however, does not exist in the same way in Hanoi or Beijing. 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.

At the outset, 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 VAW 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 behaviours and attitudes of your target audience. Practical face-to-face interventions for example, can facilitate interactive discussion on issues related to VAW and usually take place in groups, for example in a school, village community or sports club. The approach has been successful through providing examples for others to follow (leaders showing peaceful, equitable, nonviolent behaviours) and a space for men to explore different alternatives to express their masculinity and feel comfortable in doing so.

A non-prescriptive approach to a campaign for VAW 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. This ‘free’ approach to discussion tends to facilitate a diversity of opinions and views, with content regularly moderated by coordinators and facilitators.

Assessing expertise and resources

In order to ensure that the social media campaign you develop is effective, it is 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 implementation, however, as learned by the campaigns in Viet Nam and India, a core team of staff with various skills must also be in place.

BOX 3.1: Human resources needed to develop and implement a social media campaign

For the ‘China 17’ campaign, two full-time staff and two full-time interns were actively involved over the entire year of implementation, designing online campaigns and offline activities. In terms of staffing, US\$ 11,400 was spent on staff who managed the project, plus US\$ 12,500 to hire gender and VAW experts. A project website was established with a total cost of US\$ 1,500. A professional videographer was engaged for US\$ 1,900 to produce video. A total of US\$ 2,000 in subsidies was offered to volunteers who provided logistic support for off-line activities on four universities campuses. All together, a total of US\$ 29,400 was spent on human resources, which was 44.78 percent of the total project expenditure.

The ‘Love Journey’ campaign team included a team leader (a social media expert), a web designer, a web coder, a content manager, a campaign promoter, a graphic designer, a photographer and a volunteer network managed by a volunteer coordinator. The campaign team comprised of members from the NGO Paz y Desarrollo (PyD) and from 2 Sao, the online entertainment magazine that ran and promoted the competition.

The ‘Love Journey’ estimated budget was:

Consultant for day-to-day management of pre-, during, and post-contest activities.	US\$ 4,800
Local company to produce creative campaign content and graphic design (short videos, posters, advertisements).	US\$ 4,100
Purchasing of advertising space for pre and post promotion.	US\$ 9,000
Viral marketing (including social media, forum seeding, social networks)	US\$ 7,000
Local company contracted to develop contest web page, competition platform and graphic design.	US\$ 8,500
Production of contest photographs and IEC materials	US\$ 3,200
M&E (external consultant, project staff)	US\$ 3,400

Similarly, ‘Must Bol’ began with one full-time staff and two part-time staff. Six months into the campaign, three more people joined the campaign team on a part-time basis. In addition, the campaign had advisory members who acted as facilitators, experts and supporters. The staff from ‘Must Bol’ then recruited and trained a core group of about 30 volunteers who became strong campaigners and took ownership of the campaign.

Creating a core group

The most effective social media campaigns have on-the-ground communities that drive the campaign. Creating a core group and fostering a strong sense of ownership of the campaign within this group is the first step to establishing this. The core group, who will serve as a foundation for your campaign, should consist of representatives from your target audience.

The ‘Must Bol’ campaign in India established the foundation for their campaign using the steps described in Box 3.2. The core group played an important role in developing and implementing the campaign, mobilizing more members (both online and offline) and helping to ensure campaign sustainability. At the beginning of the campaign, the core group reached out to their personal and professional networks to help kick-start the campaign. This included reaching out to people in their various universities, colleges and networks and connecting with/partnering with non-profit and community-based organizations to reach people who do not use social media. This helped to diversify their user community, and drove depth and breadth of engagement.

BOX 3.2: Building a core team and developing capacity: Lessons from the ‘Must Bol’ and ‘Love Journey’ campaigns

‘Must Bol’, CYC

The first step in developing the ‘Must Bol’ campaign was to establish a core group by connecting with people on campus, through group interactions and social media channels. A total of 100 young people came together, from which 22 people emerged as the core group members (14 men and 8 women). In hindsight, ‘Must Bol’ felt that their core group could have been larger in number and better engaged if they had confined the membership to five campuses in Delhi, rather than from different parts of the country.

‘Must Bol’ focused on generating understanding of gender issues, aspects of violence, sexuality, notions of masculinity and campaigning skills. Some in-house technical expertise in the field of social media was readily available, however training in technical skills such as video production and social media usage was also provided to all core members. Training included intensive capacity building workshops and special internship programmes in the form of a ‘Summer School on Social Media Campaigning’.

‘Love Journey’, PyD Vietnam

PyD Viet Nam’s core group comprised of winners of a previous blogging competition. Group members had strong writing skills, which PyD complemented with training sessions on gender issues and social media. These skills proved to be key assets to the campaign process, enabling the group to:

- Write articles and spread the word about the campaign.
- Filter content of competition entries.
- Provide support to participants.
- Serve as administrators of the Facebook page and oversee website competition submissions.
- Create sample entries to model gender equitable behaviours.

Connecting 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 VAW 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.

What 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:

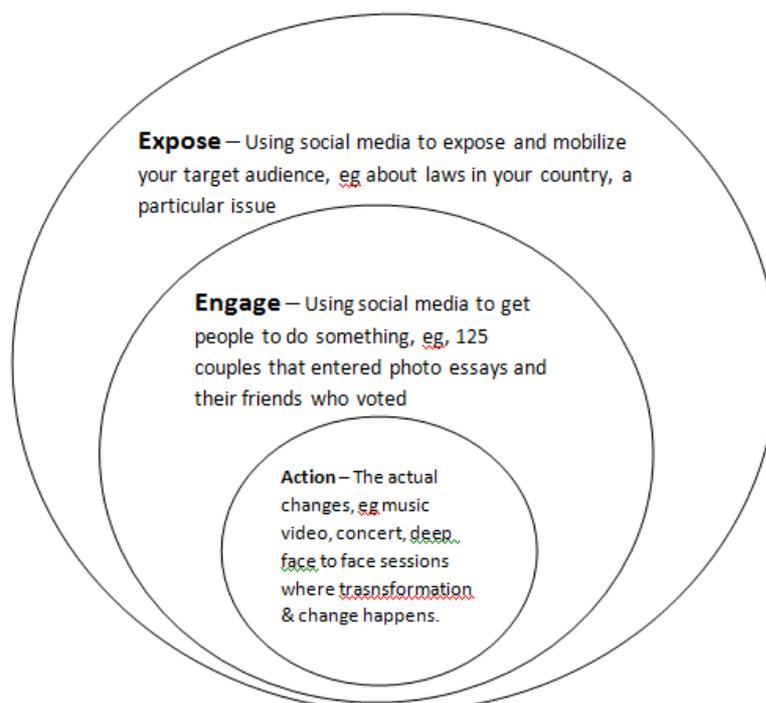
Expose: Social media tools can be used to expose target audiences to positive messages about gender equality, and to mobilize these audiences to move to the second level (to engage). All the three examples from India, China and Viet Nam in this publication aimed to use social media tools to expose audiences to key messages.

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. Again, the three campaign examples in this publication aimed to use social media tools to engage audiences through various activities.

Action: Social media can be used in a deeper way, to encourage people to take action, develop and implement solutions and help end VAW in their communities. This is the most difficult of the three levels to achieve. As we will see later in this publication, the ‘Must Bol’ campaign in India offers the best example on how this was achieved through using a combination of social media tools and on the ground activities.

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. Which of these three levels will your campaign aim for?

Figure 3.1: Expose, engage, action



3.2 Developing your communication strategy

Researching and analyzing

Communication strategies must be built upon two mutually reinforcing elements, which contextualize your activities and make certain that they are appropriate and effective for the environment in which they will be implemented:

- **Formative research:** This includes research that explores the nuances of different types of violence against women (e.g., risk and protective factors, as discussed in section 2.1) in the specific site/context of the intervention. Formative research can also be conducted through surveys and questionnaires and focus group discussion, to, for example, help determine social media usage, identify potential online activities and develop the campaign's direction toward relevant gender issues that resonate with the target audience. This will help determine which social media platforms (E.g. Twitter, Facebook, YouTube, news websites, etc.) are suitable for different activities, and which platforms are popular among your target audience.
- **Theories of change:** Clarifies how a project envisions and works toward change, in other words, what specific factors associated with VAW the campaign seeks to change, and how these changes will happen.

BOX 3.3: Conducting formative research: The 'Love Journey's' online survey

Since the target audience in Viet Nam was not accustomed to openly discussing VAW issues in public, PyD took a 'prescriptive' approach to their online survey content by linking contest themes to the everyday lives of their audience. They asked the following questions:

- What forms of social media do you think are popular among young people?
- What social networking websites do you visit?
- What kind of online contests would interest you?
- Which types of cultural activities interest you?
- What type of device do you use to make video clips?
- What type of device do you use to take photos?
- What incentive (prize) do you find most attractive?
- Do you have any ideas for a social media campaign?

Results:

Total Number of Responses: 76

See next page for the full questionnaire.

Q1: Are you?

Male: 44.0%
Female: 56%

Q2: Your age?

Under 15: 0%
15 – 22: 26%
22 – 35: 70%
Over 35: 4%

Q3: What social media do you think young people prefer to use?

Blog: 21.1%
Discussion forum: 22.5%
Chat: 43.7%
Video: 5.6%
Other (please specify):

Q4: What social networking websites did you visit this week? (Click all that apply)

Facebook: 73.2%
YouTube: 54.9%
Twitter: 5.6%
Yahoo plus: 31%
Zing.me: 22.5%

Q5: What kind of contest would you be interested in?

Dance/music/performance art on the street contest (move to Q6): 19.7%
Video contest (move to Q7): 26.8%
Photo contest (move to Q8): 56.3%
Other (please specify): Poster contest

Q6: Which types of music/art do you like? (Click all that apply)

Street dancing: 37.9%
Break dance: 27.6%
Hip hop rapping: 17.2%
Beat box: 17.2%
Korean music: 17.2%
Graffiti: 17.2%
Other (please specify): Chamber music, countryside music, folk music

Q7: What device do you usually use to take video clips?

Cell-phone: 47.7%
Digital camera: 50.0%
Camcorder: 13.6 %
Other (please specify):

Q8: What device do you usually use to take photos?

Compact Digital Camera: 63.2%
Cell-phone: 36.8%
Semi-pro camera: 8.8%
Professional camera: 5.9%

Q9: Which incentive appeals to you most?

An invitation to a party with a famous musician/artist/dancer: 25.4 %
Movie/concert ticket: 39.4%
Mobile phone (under US\$ 50): 35.2%
Other (please specify): Cash

Q10: Do you have an idea for an alternative social media campaign concept? Please elaborate below:

Photo exhibition
Mini-play competition
Activities with celebrities

Based on the survey results and focus group discussions, PyD focused its campaign on three themes related to intimate partner relationships:

1. Alternative masculinities;
2. Emotional intimate partner violence, in particular, controlling behaviour; and
3. Promoting gender equity in intimate partner relationships.

PyD also developed an online photography competition based on five scenarios:

1. Scenario 1: controlling behaviour/ Jealousy.
2. Scenario 2: double standards for boys and girls.
3. Scenario 3: force/ Coercion.

Objectives are the specific things you need or want to achieve through your social media campaign for VAW prevention, in order to reach your overall goal. Rather than focusing broadly on the ‘general’ prevention of VAW, after completing your researching and analyzing, the specific objectives of your social media campaign can be identified.

You should aim to make your objectives **SMART**:

Simple and clear
Measurable
Achievable
Reasonable
Time and location specific

“Whether or not our campaign will be able to make a measurable change completely depends on the nature and objectives of our campaign, as well as our approach towards it...”

Community the Youth Collective (CYC)

BOX 3.4: The ‘Love Journey’ campaign’s objectives

- 10,000 individuals in the target audience exposed to positive messages on alternatives to violence;
- Five percent (500 of the 10,000) of these individuals who were exposed to the positive messages on alternatives to violence take action by becoming contestants in the social media campaign;
- 100 campaign contestants create and implement action plans to prevent violence in their communities; and
- New and long-term supporters and activists added to a larger, 5-year umbrella campaign on VAW prevention also conducted by PYD Viet Nam.

Conducting a stakeholder analysis

Stakeholders are people with an interest in the aims and objectives of a project or programme. They usually include a wide range of interests and concerns, from ultimate beneficiaries, to people with the power to effect change. When conducting a stakeholder analysis for your communication campaign, it is essential to identify all the actors you need to convince and influence in order to bring about change, understand the political power relationships between all those involved, and analyze their positions.

“...Anyone who has a stake in the campaign in any capacity whatsoever is considered a stakeholder. This includes everyone from the team working on the campaign, the people responsible for the monetary support for the campaign, the volunteers working with it, our target audience, the organizational partners and everyone associated with various aspects to do with the campaign”.

Community the Youth Collective (CYC)

BOX 3.5: Reaching out to stakeholders: The ‘Must Bol’ campaign

Once the core group had been established and capacity development activities conducted, the next step of the ‘Must Bol’ campaign was to organize a stakeholder consultation. Experts with experience in leading social media campaigns in commercial, marketing and social spaces were invited to join a stakeholder consultation along with approximately 70 people from colleges within Delhi University. Issues related to VAW were raised and strategies were discussed on how to address them through social media and offline activities.

On-the-ground partnerships were then established with diverse stakeholders concerned with VAW including education institutions, gender rights groups and youth development groups based in Delhi. ‘Must Bol’ partnered primarily with education institutions to encourage the mainstream education system to better respond to incidences of VAW. As a supplement to these activities, ‘Must Bol’ also partnered with campaigns that targeted state action, such as the ‘Safe Cities’ campaign (www.saynotoviolence.org/join-say-no/safe-cities-women-and-girls).

The core group then gathered all input and information from stakeholders and consultations to further develop their social media strategy for VAW primary prevention.

Identifying target audiences

Since many men oppose violence, communication campaigns for the prevention of VAW mainly target those who do not use violence themselves, but are not doing anything to stop violence. These are often men who remain passive and detached if they see an advert for example, that depicts violence, since they cannot relate to it directly and feel “this is not me”. This is a specific target group of potential allies for violence prevention. They are valuable potential partners for change, to help to raise awareness of VAW issues and provide a larger community response to the prevention of VAW.

One primary target audience of VAW prevention campaigns is young men who are learning about relationships and gender. Since they are in a phase when they are learning about relationships, they may be more open to ideas and positive behaviour patterns.

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 (eg, 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.

“It is wise to look at the demographic of the type of people that access the social networking platform we’ve chosen when we’re identifying the sector of society we’re talking to. It becomes pretty pointless when we’re targeting working class men from rural areas through our online campaign, when only a small percentage of people on the campaign platform belong to that section of society.”

Community the Youth Collective (CYC)

BOX 3.6: Engaging people who are not online

The geographical usage of social media tools may pre-determine your target group, E.g. in Cambodia or Laos, primarily privileged, urban, young people have wide access to the internet, while in China, even provincial university students tend to have greater internet access than rural populations in other countries in Asia. However, this does not mean that only people who have access to the internet can be involved in social media campaigns. In their efforts to reach out to a wider and more diverse audience, ‘Must Bol’ decided to partner with organizations that are also working in rural, less literate, impoverished or marginalized communities in India to find ways to reach beyond privileged populations in urban centers.

Developing key messages

The key message(s) in any communication 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.

Using Google Analytics, the ‘Love Journey’ campaign found that 69 percent of visitors to their website spent only 10 seconds on average before navigating away. A further 12 percent spent approximately 3-10 minutes. Messages need to be understood immediately and spark interest.

When using social media platforms, it is particularly important that VAW prevention key messages are:

Simple and easy to understand on your social media platform

Many people will not take the time online to understand your message if it is lengthy or complex. Therefore, messages 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 VAW prevention campaigns promote positive actions, attitudes and behaviours 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 stop violence

“Every social media space has its own forte; they’re all known for something specific and different. You need to figure out which one of those special features is going to help your campaign take off.”

*“Must Bol Social Media Manual,”
Community the Youth Collective
(CYC)*

against women. Further, meaningful interaction between men that foster change is a crucial element of successful violence prevention programmes². Lastly, ensure that the age, culture, socio-economic status and peer group experiences of your target audience is taken into consideration when developing messages.

BOX 3.7: Developing messages on masculinities: Examples from the ‘Must Bol’ campaign

‘Must Bol’ found that a strategic approach to developing messages around the concept of ‘new forms of masculinity’ was needed to effectively engage and impact their target audience. By gradually introducing messages and themes through a step-by-step approach, and leading discussions from comments made by the audience, the target audience was able to move naturally into a space where they felt comfortable to engage.

‘Must Bol’ explored ways to build a deeper dialogue with their audience by developing monthly and bi-monthly themes. Rather than immediately launching discussions on issues such as intimate partner violence or sexual harassment, for example, they raised the concept of ‘safe places’, then gradually moved on to people’s experiences and later, introduced discussions on masculinity issues. References to pop culture such as film stars and their portrayals of masculinity were also incorporated into themes to help people ease into discussion topics.

BOX 3.8: How to ‘speak’ to your target audience

In the early stages of the ‘Must Bol’ campaign, the majority of those who expressed interest were women (70-80 percent). In order to engage more young men, the campaign made efforts to directly connect with this audience group through targeted images and language in their campaign material.

Some of the efforts included a photography competition

<https://www.facebook.com/media/set/?set=a.173646636017347.34019.126508867397791&type=3> on the theme of masculinities that invited audiences to engage with the theme and vote for the pictures.

Subsequently, there were online discussions on specific pictures and how they engaged or brought out the theme of masculinities. Posters, films and other visual materials also aimed to speak directly to men as actors and collaborators in VAW prevention. Some of the issues like staring, conversations in an intimate relationship and a direct question on how people define masculinity also drew men in to engage with the films and the campaign. [www.mutbol.in/videoblog] Subsequently, the audience became predominantly male (90 percent). Approximately 40 percent or 12,000 men were under the age of 21 years.

² The Must Bol campaign found that a particularly good example of this is the ‘That’s not cool’ (to commit violence against women) campaign, which yielded positive results through raising male esteem. <http://www.thatsnotcool.com/>.

“...It is extremely important that we don’t drive people away by being overtly assertive with our perspective on things. We are here to give people a platform to speak about things, not to snub their voices and sing to our own beats. Nobody appreciates that.”

“Must Bol Social Media Manual”

- 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

Identifying communication platforms

Once you have decided on your violence against women prevention messages and audiences, you then need to 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

Your formative research phase should help determine which social media platforms would be most effective. When 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. Also consider using a mix of social media platforms that are relevant to your communities - and keep in mind that there is no need to ‘re-invent the wheel’, E.g. use existing websites such as change.org for online petitions, or ushaidi.org for crowd-sourcing.

Using a step-by-step approach to developing your campaign on social media platforms

Rather than developing your social media campaign on all platforms at the same time, take a step-by-step approach (also known as the concept of ‘rolling thunder’). Progressive stages in your campaign can allow you to build on previous activities, reach out to regular participants and sustain their involvement.

In this way, you can maximize the impact and scope of the message by encouraging active and sustained participation, which is more effective than short-term activities that occur at one point in time.

Must Bol began their social media campaign on Facebook (<http://www.facebook.com/DelhiYouth>), strategically named ‘Let’s Talk’, then moved to blogging, YouTube, Twitter, Flickr and other platforms. Each platform engaged different people from a diverse range of groups.

BOX 3.9: Keeping it simple: Lessons from the ‘Love Journey’ campaign

The original ‘Love Journey’ campaign strategy consisted of two rounds, and required participants to submit lengthy photo essays depicting men and women performing non-traditional gender roles within a relationship, E.g. a woman driving a man home from work on a motorbike, a man doing the dishes or housework, or a woman going out with her friends at night. The incentive for participants was training from gender experts aimed at encouraging deeper engagement in the subject of healthy relationships and gender quality. However, few entries were received.

Due to the limited participation in the contest, the campaign was simplified and contestants were asked instead to submit a photo essay on their concept of ‘an ideal relationship’. As a result, over 100 submissions were received. Those from the first contest who received the highest number of votes went on to the second round, where they were asked to submit a photo essay depicting how to maintain a healthy relationship. This proved to be a less demanding and more attractive way to attract youth to participate in the campaign.

Developing your communication activities

While social media platforms and activities are diverse in nature, ranging, for example, from online conversations to online contests that include voting, judging and rewards, the three campaigns revealed that the most effective online activities adhere to the principles of PUVV³. PUVV describes the basic design principles that grab people's attention:

- **Personal:** create with a personal hook in mind;
- **Unexpected:** people like consuming then sharing new information in the social space. Pique their curiosity and reframe the familiar;
- **Visual:** show don't tell; Photos, videos – synthesize with quick visuals;
- **Visceral:** design your campaign to trigger the senses; sight, sound, hearing etc.

The ‘17 Man’ campaign, for example, called for blogs related to current, ‘hot’ discussion topics that their target audience could relate to – but introduced an unexpected angle related to masculinities. ‘Love Journey’ found that simple visual activities worked well online. The first photo essay contest they devised was difficult to understand and did not elicit many responses, however, the campaign took off after simplifying the contest criteria and including quick visuals with a personal hook. ‘Must Bol’ held a series of short online activities on focused discussion around current topics, or submission of visuals such as posters, photos, or videos on a particular theme. Campaign activities provided a space for reflection among participants, requiring people to think and discuss the thematic issues with peers.

³ Aaker, J. and Smith, A., 2010. *The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change*. San Francisco: Jossey-Bass.

BOX 3.10: Online activities: campaign examples**‘Must Bol’, India**

- Facebook and hashtag discussions around questions such as “Should a man keep his emotions in check all the time?” Polemic issues were introduced to get conversations going.
- ‘Shoutbox’ conversations: A safe space was created, where people could share their opinions anonymously, called ‘Fearless Bol’. This was promoted on Facebook, and tackled sensitive questions such as “Have you ever felt controlled by your boyfriend/girlfriend? How?”
- Facebook contests: The campaign’s ‘Masculinity Photo Contest’ received a total of 140 entries with each photo sparking comments and discussions on the subject of masculinity.
- Facebook events: The audience was encouraged to change their Facebook status to ‘Violence-Free’ on Valentine’s Day.
- Virtual characters: A virtual character (the ‘Bubbly Aunty’) was created, to bring an open-minded perspective on diverse gender issues and offer counsel to challenge violence. The virtual character was mainstreamed into Facebook discussions and now has a large following on Facebook.
- Film contest: Short films were developed by young volunteers, following an online contest. A total of 28 films were submitted and 7 prizes were awarded, including an ‘Appreciation Award’ and a ‘Special Jury Mention’.
- The ‘Must Bol’ campaign website: www.mustbol.in

‘17 Man’, China

- Online discussion topics: Following the release of a popular news article about a professor who claimed that a man’s success is measured by the amount of money he earns, the ‘17 Man’ campaign launched a discussion around the question, “What makes a successful man?” Over 800 people took part in the online discussion.
- Online test of “Journey to Gender Equality--What we could do?": Separate questionnaires for men and women were handed out on the role of men in society. A total of 3,003 questionnaires were completed by men and 1,001 by women, and revealed that men held a poorer understanding of gender equality - over 30 percent of men did not have a clear understanding of issues of sex ratio at birth, gender bias, expected gender roles or violence against women (including domestic violence) in China. At the end of the test, the right answers were shown to participants so that they would know the gap in their understanding of gender equality and VAW issues. Ending Violence Against Women (EVAW) public service announcement, related gender reports, EVAW facts and information on preventing domestic violence were also posted to the web for users to learn.
- Videos: Online videos with Chinese movie stars Chen Kun and A Li Lang were used to promote the campaign, which encouraged young men to act to end domestic violence against women. The campaign reached out to people through the following key messages:
- “We need everyone’s active participation to end VAW, so let’s join together and become real men. If you are a real man, join the ‘17 Man’ campaign. We all have the right to protect people around us to have a safe life. Protect the rights of the people you love”.

- Offline Model UN session: Constructive dialogue between the Committee on the Elimination of Discrimination against Women (CEDAW) and Chinese delegation was held in Beijing Normal University, with 30 student representatives, from 10 first tier universities from Beijing and Shanghai. Before the model session, student participants studied the CEDAW convention, researched current gender issues in China and produced a comprehensive report on the progress the Chinese government has made in improving gender equality. During the model session, participants discussed the status-quo of gender equality including VAW in China, and respective recommendations. The session was also microblogged online so online and offline audiences could interact with each other. Over 110 internet media and websites covered this activity.
- Online photo contest. Web users were encouraged to write down/draw/design what they think they could contribute to gender equality and stop VAW on a piece of paper and take a picture of themselves with the paper, and upload it to Sohu website. Viewers at the same time could vote for good ones. 74 pictures were collected and 1844 votes were received online. Winners were finally selected by a panel composed of staff from UN Women and gender experts in China.
- ‘Say NO to GBV’ signature campaign: 497 online signatures collected; a further 3,100 students signed at university campuses. The online ‘Say NO’ signature campaign attracted over 100,000 microblog weibo followers during the 16 day ERAW day in 2011.

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. For example, a famous American rock star (Lenny Kravitz) promotes his music by hiring photographers at his concerts to photograph fans; the photos of fans are then posted on his Facebook page. Fans see themselves on Lenny Kravitz’s fan page on Facebook and tag the photos and these photos show up in the news feeds of thousands of other users.

Incorporating ‘voting’ and ‘judging’ into your campaign is another way to foster virality. For example, a campaign that requires submission (E.g. of a photo, video, etc) and voting (those who submitted something then reach out online to their friends to vote for their submission) can help foster virality. Keep in mind that it must be easy for people to submit and vote – for example, many young people check Facebook every day, so it is easier for them to vote on Facebook rather than asking them to go to a standalone website.

In addition, foster online ‘connectors’ – ie, people with large groups of online ‘followers’, such as celebrities, who can help reach out to large numbers of people. Your core group, your networks, and your partners’ networks can all be mobilized to reach out to their personal and professional networks to help kick-start the campaign and spread your key messages.

Also keep in mind that many users are shifting to mobile phones for using the internet, using mass platforms like Facebook and Twitter; tools like whatsapp are also becoming stronger. The messages need to be made keeping in mind the shifts in technology, user behaviour and multiple dissemination possibilities.

Box 3.11: Partnering with celebrities

Involving celebrities – E.g. featuring them in short videos in your campaign - is one way of helping make your campaign go viral. The ‘17 Man’ campaign, for example, brought in the popular boy band Alilang, and actor Chen Kun as campaign ambassadors (http://v.youku.com/v_show/id_XMzI2MDcwMTk2.html). The ‘Love Journey’ campaign featured well-known musicians Pham Anh Khoa, Trường Sa and Mai Khôi (www.YouTube.com/watch?v=xZ-aPOcXgT0) in both campaign promotional photos and a music video clip. The music video received more than 125,000 views in less than 30 days.

When involving celebrities in your campaign it is important to ensure that those enlisted, subscribe to the same values as the campaign. It is also important to consider their reputation and track record with regards to gender sensitivity and social behaviour.

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. Offline events and activities are also important to showcase active participants in online campaigns or to reward or recognize winning ideas and participants.

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.

Providing incentives

Incentives can help to engage audiences. The principle of ‘RRI’⁴ 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.

“In order to better connect with our audience, it is wise to go the physical route and engage with people in offline spaces as well. This helps us not only with outreach, but creates a stronger connection with our social media audience. Each on-the-ground event is an opportunity for us to engage people who may not already be involved with us in the social media space...”

*“Must Bol Social Media Manual”,
Community the Youth Collective
(CYC)*

⁴ Aaker, J. and Smith, A., 2010. *The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change*. San Francisco: Jossey-Bass.

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

BOX 3.12: Offline activities: campaign examples

‘Must Bol’, India

‘Must Bol’ reached out to over 2,500 young people on campuses and through open enrolment events using poster exhibitions, contests, discussions, film screenings and issues-based workshops in New Delhi. In addition, the campaign reached out to young people in cafes, marketplaces and community centres. Activities included:

- Poster exhibitions and film-based events on themes including intimate partner violence, masculinities and/ or street sexual harassment. These were developed within safe spaces to create room for personal exchange and dialogue.
- Workshops facilitated by experts, on themes such as love and control, sexualities and body image. These resulted in a profound level of experience sharing, exchange and reflection.
- Collaborative events such as ‘Music for Harmony’, ‘Reclaiming Spaces’, and ‘Run for Gender’. These helped reach out to a wider audience and incorporated a diverse range of people and perspectives.
- Posters.
- Handouts.

‘17 Man’, China

- Moot Court - A simulated trial was held, based on a well-known real-life case of a woman who died as a result of domestic violence.
- ‘Model United Nations’ (UN) Activity - Law students from 10 universities were asked to contribute to the Model UN “Convention on the Elimination of All Forms of Discrimination Against Women” report by using social media to report live on the event in partnership with the Chinese internet company, Sohu.com. They were also able to receive messages from those following the activity online.
- 16-Day signature activity - A total of 79 young entrepreneurs as well as university students from four universities were invited to take part in a collaborative signature activity with the theme, ‘Zero Violence, Let’s Do It Together.’
- College Debate - A debate was held on the question “Does the third judicial interpretation of the Marriage Law on Property Division improve gender equality?” This was a topical discussion at the time that had already caught the attention of the mass media. Leading up to the workshop, debate teams took part in a training session held by experts to deepen their understanding on gender equality and VAW.

“Let’s face it... Rewards make us happy. They make us do things, they make us work... The same holds true for our social media community too; they want to be rewarded for everything. The good news is that many forms of recognition works. There is something about seeing our name up somewhere that makes everyone feel better about whatever got their name up there, especially if they know it’s going to be visible to other community members as well. It helps”.

Community the Youth Collective (CYC)

BOX 3.13: The story of Kem and Boong: winners of the ‘Love Journey’ social media contest

The ‘Love Journey’ campaign asked participants to develop a photo essay on the topic of ‘love’, that reflected a healthy, intimate relationship.

One participant, Kem, had entered the first round of the contest without telling her fiancé, Boong. After initial resistance on the part of Boong, who believed they would never win, and that it would take too much time and energy, he eventually agreed to enter the second round with Kem. He was persuaded to participate not because of the prize itself but because it was something he could do together with Kem to bring them closer. Although they had known each other for several years, they had never discussed this topic. They spent time together planning and developing the content of the story, and involved their friends in the development process, from taking photos to voting for their photo essay online. Their photo story is called ‘Sweet Love’ and is based on Kem and Boong’s story:

On Valentine’s Day, Kem and Boong decided to make presents for each other, but to keep their presents secret. Kem cooked a romantic dinner, including a homemade cake. Boong was supposed to arrive at 8 pm, but was late for dinner and was not answering his phone. When Boong arrived late, he saw Kem’s disappointment. He explained that he was late because he was making a miniature model house as her Valentine’s Day present, a symbol of their future home and life together.

It was a memorable Valentine’s Day – they learned that no one is perfect, and that people must talk, listen, share and forgive each other, and overcome difficulties together.

“Although at first I was attracted by the prize (a trip to Bangkok), later I was more motivated by the topic itself and the message of the competition. It was a good opportunity for Boong and I to strengthen our relationship,” said Kem, “The competition helped us to understand what a healthy relationship is and important issues related to gender. Women do not have to stay at home and do the housework while men are the breadwinners of the families. Women and men have equal roles outside the family and equal labour division inside the family. Like men, women are able to contribute to the development of their families and the whole of society; they also deserve the results and rewards from their contribution. Women have the right to take their own initiative without dependence on men, and women like me, can take the leading role,” she added.

“In our relationship, I have never used violence against Kem because she loves, cares, trusts and respects me. I will always remain non-violent and continue to show love, care, respect and trust back,” said Boong, “Even if we hadn’t won in this competition, we learned that a healthy non-violent relationship is a solid foundation for a happy family. We couldn’t have won this competition without the support of our friends, who helped share our photo story on their Facebook pages and voted for us on the competition website. They not only voted for us but also encouraged us to maintain our healthy relationship, and I feel proud to be with someone like Kem,” he added.

Pre-testing messages and materials

Pre-testing messages and draft materials is key to ensuring that they are relevant, clear and appropriate to your target audience. This approach to your social media campaign also allows you to understand how your audience wants the messages on VAW prevention to be delivered and can predict if your campaign is relevant to your audience.

BOX 3.14: The importance of pre-testing: lessons from the ‘Love Journey’ campaign

In an earlier campaign, PyD used the slogan “Say no to violence”. A short on-the-ground survey carried out following an event using the slogan (a concert) found that most young people did not understand the real meaning and scope of the message and hence did not go away with a new understanding of violence against women prevention.

For their social media campaign, PyD developed the message, “A healthy relationship must have love, trust, respect, care and non-violence”. Through small focus group discussions, PyD found that their new message was well-received by the target audience since it was clear, self-explanatory and easy to understand. The scope of the message highlights the importance of both men and women working to create a healthy relationship, that there is no place for force and violence in a healthy relationship and that true friends listen to and respect each other’s opinions.

Timing activities

A well-researched plan for your activities including a timeline and roles and responsibilities will help guide your campaign to completion, ensure deadlines are met and roles and responsibilities are fairly allocated. Laying the foundation for a well-planned social media campaign can take longer than the implementation phase, as outlined in box 3.15.

The timing of activities themselves is particularly relevant to the impact of your campaign. For example, there are often events or opportunities, such as international conferences, elections, media events and meetings that can allow for greater campaign impact if your activities are scheduled appropriately.

BOX 3.15: How long does a social media campaign take?

The ‘17 Man’ campaign in China lasted one year, including the implementation or activity phase, which lasted about four months. The broad timeframe of the steps involved included:

1. 6 months: Developing the core group and working with student organizations to research, analyze and develop the campaign strategy;
2. 1 month: Promoting the campaign online and via traditional mass media;
3. 4 months: Implementing activities on-line and on-the-ground, including using social media to further build momentum of on-the-ground events;
4. 1 month: Evaluation of results.

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 violence against women;
- Spark public debate about violence against women;
- Put pressure on key decision/policymakers to take action to prevent violence against women;
- Promote your campaign and recruit more supporters;
- Celebrate your campaign achievements.

BOX 3.16: Working with media to promote your campaign

Along with social media sites, the ‘17 Man’ campaign worked with campus media and traditional mass media to promote campaign activities prior to the campaign launch. Campaign activities were promoted through three main groups of media:

Campus media	Tsinghua University BBS, Peking University BBS, Beijing Language and Culture University BBS, Shenzhen University BBS, Beijing Normal University BBS, etc.
Traditional media	Business Wire, PR Newswire and the China Press Release Network
Social media	Sina Weibo, QQ Weibo, Netease, Sohu Weibo, Renren

The ‘Love Journey’ campaign fostered partnerships with websites and online newspapers with a youth focus. The highest numbers of hits to the ‘Love Journey’ competition website were from campaign promotions placed on top young people’s entertainment online newspapers and Facebook. This addressed the difficulties that were encountered after building a community around a standalone website for the campaign that had no previous user base.

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.

BOX 3.17: Cultivating a strong online community: A daily activities checklist for online moderators

The ‘Must Bol’ campaign designated moderators who were highly interactive, flexible and helped guide the campaign – online and offline – on a daily basis.

The campaign facilitated a strong sense of participation by encouraging young people to take ownership of the campaign and by continually building capacity and leadership. Brief profiles of campaigners were featured on the ‘Must Bol’ campaign website. These campaigners took on roles as moderators of the campaign platforms/pages – helping to define the discussions and keep online communication flowing.

Moderating online dialogue means not being prescriptive: Moderate to the extent of moving the conversation forward, while not being prescriptive. Moderators are not ‘all-knowing’ – rather they facilitate a space for dialogue. ‘Must Bol’ did not come across much aggressive behaviour, but campaigners did watch out for this. Sometimes moderators acted as ‘devil’s advocates’ to inspire more interaction, but in general moderators respected everyone’s perspectives and asked questions to promote reflection on certain perspectives (E.g. why should a man have to keep his emotions in check to get respect?).

On a daily basis, moderators posed one or two prompts on campaign social media platforms – E.g. a quote, a question, etc.

Continually build partnerships and collaborate, E.g. with other gender rights campaigns and groups, youth development groups, social media online initiatives, educational institutions, film collectives – to work together and have common agendas and bring in diverse perspectives.

For a checklist summary of social media good practices described in this chapter, see Annex 1.

4. Monitoring and evaluation

This chapter aims to:

- Provide an introduction to monitoring and evaluation approaches for communication campaigns.
- Provide a guide to developing an M&E plan

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 VAW 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 behaviours of target audiences.

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

Evaluation is a rigorous, scientifically based collection of information about programme 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 behaviours?

As discussed in the sections below, the campaigns explored in this publication offer insights into how to measure impact of social media campaigns, including:

- Using metrics – traffic sources, visitor numbers, bounce rates and conversion rates - to make informed decisions as the campaign is being implemented.
- Measuring exposure, engagement and action in the campaign.
- Measuring outcomes such as attitudinal and behaviour change.

4.1 Understanding website metrics

Tracking website metrics is an important part of monitoring and measuring what kinds of results or impact your campaign has made. But which metrics are useful to track, and what can they tell us?

- Visitor numbers and page views - this is the number of people who have come to your website, indicating how successful your promotions have been. You must have this number in order to understand other website metrics like bounce rates and conversion rates.
- Bounce rates - the percentage of people who left the website after viewing it.
- Conversion rates – the percentage of people who came to you website and took part in an activity.
- Traffic sources – this reveals where traffic to your website is coming from and shows what promotion channels have been successful.

Tracking each of these metrics are useful when monitoring your campaign and can help you make informed decisions about what is working and not working in your campaign. Tracking conversion rates in particular can offer useful information in terms of exposure, engagement and actions taken as a result of your campaign. However, as illustrated in the box below, tracking metrics can only offer a partial view of the actual impacts your campaign has made in terms of ‘change’ (i.e., attitudinal and behavioural change), thus other methods of monitoring are necessary to measure such results.

BOX 4.1: What can website metrics tell us?

Below are examples of some of the website metrics that were tracked for each of the three campaigns. While the numbers look impressive – what do they really tell us in terms of:

Monitoring the campaign and making improvements;

Level of exposure, engagement, and action; and

Attitudinal and behaviour change.

‘Must Bol’

- 30 short films on the campaign’s thematic areas created by volunteer campaigners
- 57,000 views of the campaign video blog and YouTube channel
- 22,000 participants in thematic online conversations, contests, discussions

‘17 Man’

- 22,687 followers on Sina weibo <http://weibo.com/17man>
- 12,294 followers on Sohu weibo <http://un17man.t.sohu.com>
- 9,628 registered members on ‘17 Man’ website <http://17man.org>
- 5,162 fans on Renren <http://page.renren.com/17man>
- 2,701 forwards on four weibo contests
- 1,048 comments on four weibo contests
- 4,004 participants in the online discussion “What can we do to improve gender equality”
- 3,500 signatures in the ‘EVAW Day’ online and campus signature event

‘Love Journey’

- 114,421 visits - 94,261 unique visitors and 528,253 page views to the competition website
- 103,897 visitors to the campaign website from Viet Nam -
- 1,900 likes of the campaign Facebook page
- 130 entries/submissions to the campaign contest (130 teams, with an average of 3-4 members per team) – and were involved in discussions about healthy relationships
- 4,000+ online votes for entries/submissions to the campaign contest
- 125,000 views of the music video received in less than 30 days

Monitoring the campaign and making improvements

Using the ‘Love Journey’ campaign as an example, how can website metric data be used to make more informed decisions about campaign implementation?

- **Bounce rates:** 69 percent of visitors spent less than 10 seconds; 12 percent spent 3-10 min; 7 percent of visitors returned to the campaign website. The very short average visit duration - too short to register as a participant - and low return rate shows weaknesses in the website in engaging visitors. Possible reasons: confusing participation process, content not interesting/ engaging, or participation requirements may have been perceived to be too demanding. The campaign was later adjusted and made easier to get involved and more engaging.
- **Conversion rates:** Good conversions took place after the adjustments. This resulted in 1,900 Facebook likes, 130 entries to the campaign completion, and more than 4,000 votes.
- **Visitor numbers:** There were almost no visits to the campaign website in January: This was likely due to students going home to provinces for the Lunar New Year.
- **Traffic sources:** The highest numbers of hits to the ‘Love Journey’ competition website were from campaign promotions placed on top young people’s Facebook profiles and via online entertainment newspapers.

Level of exposure, engagement and action

- **Exposure:** Website metrics – E.g. on visits and page views - offer an idea of the number of people who were exposed to the campaign. Metrics can also offer some indication of whether or not the target audience was reached, mainly in terms of geographical location, though likely not in terms of age range and sex. Socio-demographic information needs to be collected through a registration form or survey embedded in the competition website.
- **Engagement and action:** The number of participants in campaign activities can offer some indication of level of engagement and action taken to help prevent VAW. For example, the number of participants who took part in online conversations or the number of people who have signed an e-petition can indicate a deeper level of engagement in the campaign. The number of people who took part in campaign activities that require a certain amount of reflection and actual action, for example, making a thematic video or photo essay– can indicate a yet deeper level of engagement in the campaign.

Attitudinal and behaviour change

Website metrics generally offer little or no information on whether or not attitudinal or behavioural change has happened. As we shall see in the following section, it is possible to use other methods of monitoring and evaluation to measure such change.

4.2 Measuring exposure, engagement and action

Website metrics can offer insights into both the number of people who were exposed to the campaign and the number of people who engaged in the campaign, as well as some indication of what level of engagement or action was taken. For example, the number of participants in online conversations or the number of people who have signed an e-petition can indicate a deeper level of engagement in the campaign, compared to those who simply viewed the website. The number of people who took part in campaign activities that require a

certain amount of reflection and actual action, for example, making a thematic video or photo essay, can indicate a yet deeper level of engagement in the campaign. However, as discussed in the next section, understanding actual outcomes requires an extra level of monitoring and evaluation.

BOX 4.2: Opening simple feedback channels

It can be difficult to anticipate all the issues that may be encountered while implementing your campaign, so in your planning, it is good practice to incorporate flexibility in the campaign strategy so, as a result of monitoring, you can make changes while the campaign is still underway.

Opening feedback channels to people involved in the campaign, both coordinators and participants, is one way to monitor the campaign while it is still taking place.

However, as the ‘Love Journey’ campaign discovered, it is important that your feedback channels do not get in the way of participation. The ‘Love Journey’ campaign *required* participants to take part in an online survey (including putting in socio-demographic data) and found that this sometimes served as a disincentive for people to participate because it made registration for the campaign harder. In hindsight, the campaign realized it would have been better to collect useful monitoring and evaluation information after the campaign and offer an incentive for this (E.g. an extra 10 points for participants to do the survey).

4.3 Measuring outcomes

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 VAW is and awareness of tools to prevent it: ‘this is violence and I need to do something about it’)
- changes in behaviours/relations/empowerment
- increased advocacy
- increased commitment
- discourse change (‘VAW is talked about on a personal level’)

The campaign examples found that qualitative methods – i.e., observations of and interviews with core group members and participants – were successful approaches to understand the stories behind the quantitative numbers (website metrics) and what outcomes were achieved. These included baseline assessments on what core group members and/or participants understand on VAW prior to the campaign, and then assessments after their participation in campaign activities to indicate changes in awareness and attitudes.

In addition to observations and interviews, a range of other methods – E.g. media analysis, software that can perform qualitative analysis of text such as blog posts, self-assessment approaches using online questionnaires such as Survey Monkey, etc. – both online and offline, can also be explored and included as part of your M&E methodology.

If your campaign calls for more sustained action – and creates such opportunities – this can also be measured, as in the case of the ‘Love Journey’ campaign, which resulted in 190 new people joining PyD Viet Nam’s on-going volunteers’ network for primary prevention of VAW.

BOX 4.3: Measuring results – ‘Must Bol’

The ‘Must Bol’ campaign conducted interviews with core group members and active participants, to assess how these people were involved in the campaign and to understand their perceptions about the campaign – both positive and negative. Through interviews and observations, ‘Must Bol’ found that:

- When they first surveyed their core group, their understanding conceived of VAW as being just about domestic violence. After the campaign, core group members had a better understanding of the scope of violence against women and what they could do about it.
- Participants who, at the beginning of the campaign, were already more sensitized to the issues and less prone to exercising forms of VAW, became more willing to intervene and actively advocate for VAW prevention.
- Young men involved with the campaign became more willing to talk about VAW in a deep, personalized way – rather than disowning it.

4.4 Developing an M&E plan that measures both performance and results

As discussed above, a comprehensive evaluation framework aims to capture both indications of ‘performance’ (E.g. website metrics such as number of visitors to the campaign website) and actual results, or changes in awareness and understanding of concepts of VAW and tools to prevent and address it, attitudinal change and commitment change. To capture this, an M&E framework must include both:

- Quantitative measurements: E.g. web metrics such as conversion rates, as discussed above; and
- Qualitative measurements: E.g. interviews with participants before and after campaign activities, as discussed in box 4.5.

BOX 4.4: Examples of social media indicators – ‘Love Journey’

Expected outputs	Means of verification	Indicative activities
Output 1: Expose 10,000 individuals in the target audience to positive messages on alternatives to violence	1.1 Project coordination and quality assurance	Project coordination
	1.2 Production and dissemination of promotional tools	Production of radio, print and web advertisements.
		Dissemination (purchase of advertising space) Bloggers and celebrities promote campaign
Output 2: Five percent of individuals exposed to the positive messages on alternatives to violence take action by becoming contestants in the social media campaign	2.1 Campaign platform production	Development of campaign platform
	2.2 Contest production	Production of contest photographs
Output 3: Campaign contestants create and implement action plans to prevent violence in their communities	3.1 Awards event held	Contest winners receive awards at hip-hop concert with celebrities
Output 4: To add new, long-term supporters to the Joint Communications Campaign Viet Nam	4.1 Competition web page, offline music concert	Production, promotion and maintenance of competition web page
Output 5: Policy and decision makers’ commitment for violence against women prevention and promotion of gender equality	5.1 Participation of policy and decision makers in key ministries in the campaign	Policy and decision makers support online competition and attend offline events; policy and decision makers sensitized to the messages of the campaign

	5.2 Commitment of policy and decision makers in key ministries	Policy and decision makers pledge to take actions for gender equality promotion and gender-sensitive legal documents
Output 6: Document and share lessons learnt on developing and implementing a campaign using social media for social change to prevent violence against women in Asia and the Pacific	6.1 Process report ('how to' document)	Step-by-step documentation on how to develop and implement a communications campaign for the prevention of VAW, using social media
	6.2 Trainings held	Two trainings sharing lessons learnt on developing and implementing a campaign using social media for social change to prevent violence against women in Asia and the Pacific

BOX 4.5: M&E checklist

M&E tools from the three campaigns included:

Tools to measure performance

- Periodic surveying of campaign activity through tracking website metrics for website hits, visitor numbers, voting, participation in discussions, submissions to contests, etc.
- Using Google Analytics to analyze the metrics in terms of bounce rates, conversion rates, traffic sources, etc.
- Monitoring media and third party use of key messages.

Tools to measure results

- Baseline assessments on what core group members and/or participants understand on VAW prior to the campaign.
- Feedback channels and periodic surveys/discussions among the core group and key participants on whether the campaign is effective and meeting its objectives.
- Analyzing content – qualitative analysis of online content that was generated by the campaign
- Focus groups with participants post-competition to measure level of satisfaction of participants (provides qualitative understanding of how/whether they engaged with the issues; what they thought was effective on the theme side and messaging strategy; and also on the website platform)
- Assessments after participation in campaign activities to indicate changes in awareness and attitudes (self-perceived changes): Qualitative interviews about what changes were taking place within core group and campaign participants themselves.

Conclusion

Key points:

- Social media can play an important part in the spectrum of actions that need to take place to prevent VAW.
- On its own, social media can be a mobilizing force and a tool for creating dialogue and fostering an enabling environment, but on its own will most likely not change gender norms.
- Social media is most effective when connected to other on-the-ground, interpersonal activities.

To better understand the potential of social media to engage young people in violence prevention efforts, the Partners for Prevention regional project, ‘Engaging Young Men through Social Media for the Prevention of Violence against Women’ has revealed practical lessons from three campaigns. The three campaigns used social media in different ways – it was used as a key tool at the forefront of a campaign (the ‘Love Journey’ campaign in Viet Nam), social media supported a more traditional campaign pinned to traditional media and on-the-ground events (the ‘17 Man’ campaign in China) and the third campaign used social media on both these levels (the ‘Must Bol’ campaign in India).

Overall, the campaigns found that when social media work is connected to other interventions, it can be 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 behaviours 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.

However, it can only be one part of the spectrum of interventions that are needed to prevent violence against women. Social media campaigns are less effective when conducted as standalone activities, compared to when integrated with face-to face and on-the-ground activities, and that attitudinal or behavioural changes are more effectively brought about through interpersonal activities.

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 behaviour 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 found was that it is difficult to understand and measure the kind of impact social media interactions have on the target audience, though possible with the right monitoring plan. It was found that, overall, social media can expose large audiences to messages, but only engage much smaller numbers of people in learning and activities, and an even smaller number of people to take concrete actions to prevent violence against women.

A comprehensive evaluation framework aims to capture both indications of ‘performance’ (e.g., website metrics such as number of visitors to the campaign website) and actual results, or changes in awareness and understanding of concepts of violence against women and tools to prevent and address it, attitudinal change and commitment change. To capture this, an M&E framework must include both quantitative measurements,

e.g. web metrics such as conversion rates, as discussed above, and qualitative measurements, e.g. interviews with participants before and after campaign activities.

Website metrics can offer insights into both the number of people who were exposed to the campaign and the number of people who engaged in the campaign, as well as some indication of what level of engagement or action was taken. For example, the number of participants in online conversations or the number of people who have signed an e-petition, can indicate a deeper level of engagement in the campaign than those who simply viewed the website. The number of people who took part in campaign activities that require a certain amount of reflection and actual action – e.g. making a thematic video or photo essay - can indicate a yet deeper level of engagement in the campaign.

Qualitative methods – i.e. observations of and interviews with campaign core group members and campaign participants – were successful methods used to understand the stories behind the quantitative numbers (website metrics) and what outcomes were achieved. These included baseline assessments on what core group members and/or participants understand on violence against women prior to the campaign, and then assessments after their participation in campaign activities to indicate changes in awareness and attitudes.

Overall, while each of the three campaigns resulted in varying levels of awareness, attitudinal, behaviour and/or social norm change, there was little evidence that social media alone could be effective in changing a lifetime of gender socialization, rather, it could serve as an important starting point for such changes.

Annex 1: 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?		

Annex 2: Case studies

'Must Bol', India

Objectives, target audiences, and key messages

The overall objective of the campaign conducted by Community the Youth Collective was to engage young people - especially men - in dialogue around VAW, and from the dialogue identify the different forms of violence that young men face in their everyday lives. The specific communication objectives of the 'Must Bol' campaign were developed based on formative research studies and focused on three main themes:

1. VAW emerging from dominant gender norms, including:
 - Notions of masculinities.
 - Sexual and gender identities.
 - The idea of 'available' women.
 - Restrictive educational and occupational choices.
- 2) Violence within intimate relationships, including:
 - Violence perpetrated via technology (E.g. via mobile texts).
 - Emotional abuse.
 - Sexual demands and coercion in intimate relationships.

3) Violence emerging from popular notions of 'body image'.

The campaign specifically targeted mainly urban middle-class youth aged 18-25, and consciously aimed to work more with young men. The target audience was limited due to the fact that the main tools used were online platforms, and so they were more readily able to reach those in urban areas who are in the middle classes.

The campaign had a diverse set of key messages. These included: "Young people have to come together to challenge violence against women", "Do you prefer care versus control in your relationship? Are you practicing care or are you practicing control?", and "What kind of a man are you? What kind of a man are you having to become because of societal pressures?" These key messages have tried to not only challenge gender stereotypes, but also create inclusive spaces for people of diverse sexualities.

Basic features of the campaign

At the beginning of the campaign, CYC formed a core group of young people who expressed commitment to being in the campaign; this core group designed the campaign strategy. The campaign also collaborated both formally and informally with a diverse group of stakeholders, including youth facilitators, activists, gender and sexuality experts, social media experts and people from UN agencies.

The main incentives offered to the core group for taking part in the campaign were opportunities for personal capacity building, which included building technical skills such as film making, gaining a greater understanding of gender and violence-related issues, and peer-to-peer learning through working with a diverse and exciting young group. For the wider group of campaign participants, the main incentives were provided in

the form of recognition – for example, participants were given the opportunity to have their films shown on the campaign’s official website. This provided an opportunity for recognition by peers, experts in the field and friends and family. CYC also recognized participants as leaders in the campaign when they visited educational institutions and met with campus and faculty members. CYC did not use any material incentives except for one activity (a film contest) that offered a prize (a voucher for a camera).

The main campaign activities aimed for participants to create content that is easy to share online – including short fictional videos (30 seconds to 4 minutes each), photos, posters and blogs. At the same time, the campaign was continuously developing an online community to disseminate the material online. Furthermore, moderated online discussions took place throughout the campaign. In general, they found that different activities attracted different people. For example, photo contests attracted young people, whereas a blogathon attracted an older group - only five people took part in both contests.

Outcomes

The campaign resulted in 30 short films on campaign themes created by participants. The video blog and the YouTube channel had 57,000 views and a membership of 22,000. A range of thematic conversations, contests, and discussions amongst participants also took place on these platforms. In addition, on the ground, the campaign directly reached over 3,500 young people through campus events. These interactive events explored the personal realm of young people’s lives through evoking experiences, reflections, questions and dilemmas. Active campaigners have emerged as leaders and facilitators, engaging with peers and other youth to facilitate reflection on VAW. The campaign connected many like-minded groups online and offline to collaborate for short-term actions and long-term collective effort.

Lessons learnt

At the end of their campaign, organizers of the ‘Must Bol’ campaign identified the following main lessons learnt:

During the last quarter of the campaign, when both on- and offline work was the strongest, there were only three full-time people working on the campaign – a larger group would have been much better.

From the beginning, the campaign would have been better if it was seeded with a larger group of people. The campaign could have been more youth-led to help develop better ideas on how to engage youth better. Bringing the core group together was difficult (as they were from all over the country) – it would have been better to have developed a core group of people from five university campuses in Delhi only, for easier logistics.

For more information

www.mustbol.in

'17 Man', China

Objectives, target audiences, and key messages

The campaign conducted by Eastern Campus first aimed to raise awareness on violence against women, and then aimed to promote certain actions. The name of the campaign - '17 Man' – garnered attention. It means 'men join together' (17 in Chinese is pronounced 'yi qi', which also means 'together'). The three communications objectives were to increase understanding of VAW and its prevention amongst young people; to generate personal concern about VAW; and then to encourage young people, especially young men, to develop their own community activities around preventing VAW. The campaign specifically targeted students in the top 10 universities in Beijing, on the premise that these students would be the "leaders of tomorrow".

The campaign had three main key messages: that "everyone is responsible for gender equality – it's related to everyone", that "there is a new definition of masculinity", and that "you can take action to oppose VAW".

Basic features of the campaign

When the campaign strategy was being designed, Eastern Campus went to each university and discussed with students the proposed campaign topics and messages, and revised them according to the feedback. They also asked students what kinds of campaign activities would interest them, and this is how they shaped the main activities, which included holding a moot court based on a real-life case about a woman in China who recently died due to domestic violence, and also a model UN session on CEDAW reports.

Incentives for participants to take part in the events included recognition from the UN, in the form of certificates from UN Women China.

The campaign included six main activities. Every two months, the campaign website held contests to invite articles from the public on a selected topic; the best articles were judged by an expert group and the winner received a UN certificate. Another event was a model UN session with students from 10 universities reviewing CEDAW reports as 10 different country teams. More than 100 students participated, and the event resulted in more 100 media reports. A debating contest was also held on the topic of China's new marriage law on property ownership. Over 100 people took part, and the debate was broadcast on social media sites so others could participate in the debate; over 200 posts were made during the debate. The third offline activity was a moot court held at China's top law school, which over 300 people took part in. The activity was covered by top websites, including Sina and Weibo – and in the five days following this event the campaign's followers increased by 4,500 people. A "say no to violence" signature campaign was also held, both on a university campus (for two hours) and online (over 16 days). 79 young entrepreneurs supported the signature campaign. In total 3,543 people signed (487 signatures were collected online and 3,100 collected offline); a further 91,935 people were reached through the signature campaign online and on campuses. Lastly, throughout the campaign, ran an online quiz on the topic "What can we do on the journey to reach gender equality?" It aimed to raise awareness on how to put gender equality actions into real life practice. More than 4,000 people took the quiz on Sohu (a popular website).

Volunteers were a key part of the campaign. The main types of volunteers were gender experts (including volunteers from the Women and Media Monitoring project, Chinese Academy of Social Sciences, All China Women's Federation, domestic violence activists, lawyers, researchers, and a professor from China Normal University). The experts were willing to get involved because campaigns on gender equality are rare in China, and offered a good chance for the experts to help involve students on the issue. In addition, a team of

about 100 volunteers (mainly students) acted as ‘influencers’ – to influence other people to join the campaign. For example, in the moot court, influencers got the Chinese Association of Lawyers involved – and 95 percent of those who took part in the moot court activity were from this group. In addition, celebrities joined the campaign: Chen Kun, one of China's most famous actors (who has also recently become a UNICEF Ambassador for China) and a very popular pop band amongst youth – their “join us to say no to violence videos” can be seen at http://v.youku.com/v_show/id_XMzI2MDcwMTk2.html

Outcomes

Since early 2011, this campaign has united more than 100,000 students across top universities campuses in Beijing, Shanghai, Guangzhou and Hunan, in activities both digital and virtual. In addition to the results related to the offline activities described above, the campaign achievements included 57,000 followers or campaign contestants on various online platforms (Sina, Sohu, the campaign website, Renren and Weibo). A total of 2,400 articles were submitted to four online contests that were held. The campaign implementers felt that by raising awareness on gender equality, those reached would naturally take action as a next step because they would take the issue more personally and therefore want to do something.

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‘Love Journey’, Viet Nam

Objectives, target audiences, and key messages

The campaign conducted in Viet Nam had specific communications objectives: 10,000 individuals in the target audience exposed to positive messages on alternatives to violence; five percent (500 of the 10,000) of these individuals who were exposed to the positive messages on alternatives to violence take action by becoming contestants in the social media campaign; 100 campaign contestants create and implement action plans to prevent violence in their communities; and new and long-term supporters and activists added to a larger, 5-year umbrella campaign on VAW prevention also conducted by PYD. A further objective was key policy and decision makers take actions for the prevention of gender-based violence and the promotion of gender equality. The campaign targeted young men and women from 15-25 years-old, though later expanded it from 15-30 years of age in order to allow more people to participate. The campaign had one main key message, which was that “a healthy relationship (or a “cool relationship”) is one that is loving, trustful, caring, respectful and non-violent.”

Basic features of the campaign

Focus group discussions were conducted with a group of 30 young bloggers aged under 25 years old to consult with them the theme and the name for the campaign. Ten options were suggested but the majority went for the name of ‘Love Journey’, which was originally translated as “Hành trình Tình yêu” (love between intimate partners) but was then changed to “Hành trình Yêu thương” (love in a broader social context). This selection of name was also the result of a rapid questionnaire in the volunteer network also. The name represents the idea of healthy relationships linked to the popular social concept of love in intimate and social relationships.

In the formative research phase, PyD also conducted focus groups with members of the target audience to ascertain what gender issues were relevant in their lives and to discuss different ideas about a potential format for a campaign. They also conducted rapid surveys to understand what were the most popular social media platforms people were using, the different forms of media they used (such as photography) and the types of devices they used to communicate with in order to help shape the types of competition formats that would be interesting and understand what types of incentives were necessary in order to get people involved in the campaign. The campaign strategy was shaped according to this feedback, as were the incentives, which took the form of material prizes – I pads and a trip to Bangkok for the winners.

A core group of volunteers was then formed, and it was this group that met regularly during the campaign and played a major role in implementing the campaign. PyD provided the group with trainings on gender, communication, and the prevention of VAW. In addition, a group of volunteer bloggers helped promote the campaign, mainly through Yahoo messenger.

There were two main campaign activities implemented over 3 months – an online photo essay competition, and an offline music concert. The photo competition was held on a custom-built campaign platform that was integrated into an existing online newspaper to help drive traffic to the campaign.

Celebrities participated in the campaign by being ‘models’ in a sample photo essay, creating a campaign music video and writing songs on healthy relationships that they performed at the concert. The Department of Education supported the music concert by distributing tickets in schools to students, and making a speech about healthy relationships at the concert.

Annex Figure 1: Music concert poster



Annex Figure 2: Musicians, singers and artists who participated in the concert



Though they were not engaged online through the photo competition, policy makers (the Deputy Head of the Department of Gender Equality and a representative from the Ministry of Labor) attended the concert. In addition, a music video with the campaign message was created by a Vietnamese pop singer: <http://www.youtube.com/watch?v=xz-aP0cXgTO>

Outcomes

The campaign resulted in more than 94,261 visitors to the competition website. More than 1,900 young people joined the Facebook page and more than 190 young people joined the volunteers' network for primary prevention of VAW. Over 130 teams submitted entries (photo essays) to the campaign competition. The original monitoring and evaluation plan was not followed due to lack of time and human resources. Interviews conducted with the winning team showed evidence that their awareness was raised.

Lessons learnt and challenges

At the end of their campaign, organizers of the 'Love Journey' campaign identified the following main lessons learnt and challenges:

- Online competitions should be integrated into an existing community page/ web portal, rather than having developed its own stand-alone website.
- Be conservative with competition objectives – don't be overly ambitious. Keep messages simple when engaging young people online.
- It can be difficult to find people with technical expertise in social media, and even harder to find people who are familiar with conducting on-line competitions with a behaviour change focus. In Viet Nam, there was no precedent to follow. Thus, campaign organizers needed to undergo specific training on how to develop an online campaign and effectively manage an online community.
- The target audience may be unfamiliar with gender equality and violence prevention concepts. In Viet Nam it was difficult to engage audiences with these concepts. It can be more effective to use 'everyday' terms.
- It is important to find ways to sustain participation, such as offering incentives that are valued by the target audience.
- Online and offline activities must be appropriately integrated. In Viet Nam, an offline activity - a music concert - wasn't integrated as closely with the online campaign due to timing difficulties.
- A community of gender/youth activists may not already exist on-the-ground. This did not exist in Viet Nam, thus the campaign wasn't supported by such a group to begin with.
- A lack of resources for day-to-day management may hinder campaign implementation.