



Extracts from the Wikigender online discussion

“Advancing women’s rights through social media: which strategies?”

11-20 February 2015

www.wikigender.org

In partnership with EmpowerWomen.org, AWID, [World Pulse](http://WorldPulse) and [The Guardian](http://TheGuardian), Wikigender organised an online discussion to discuss to what extent social media is a powerful tool in amplifying women’s voices and broadening the scope for action on gender equality and the women’s rights agenda.

The discussion took place in the lead up to the side event on “**Making women's voices heard through social media from Beijing to the post-2015 agenda**”, taking place on 17 March 2015 during the 59th session of the UN Commission on the Status of Women (CSW) in New York and organised by the OECD Development Centre, in partnership with UN Women and with the support of the French Ministry of Foreign Affairs and International Development.

Below are some extracts from the discussion. The full thread of comments and resources exchanged is available at: http://wikigender.org/index.php/Online_Discussions

“Take Back the Tech! campaigns, which run globally and have been localised in dozens of countries, have resulted in concrete changes in the relationship between technology and violence against women, ranging from successful advocacy for improvements in policies and legislation to women increasing their digital literacy and young people learning how to stand up to violence. Often, the key is pairing online action with offline action. Hashtags alone won't work, but if we continue the conversation on the ground, use the anecdotal evidence these social media chats produce, and mobilise people to put pressure on decision-makers, we can do a lot”

Take Back the Tech!

“Online activism is taking our struggles to a level of organising and mass consciousness that was not possible before (...) The storm of women bloggers, feminist blogs and online voices has rejuvenated so many important debates that were shelved and largely ignored by mainstream media”

Macarena Aguilar (AWID)

**Some of the
#campaigns mentioned:**

#everydaysexism
#bringbackourgirls
#HeForShe
#OzgecanAslan
#MyDressMyChoice
#5thwcw

“Using social media, especially hashtag activism, is an effective way to kick-start an idea, raise awareness, and gain supporters. But on the ground action is what it really takes for lasting change”

GGCA Secretariat

“social media awareness and ‘action’ tends to be diffused, and it needs and organising source to harness the momentum into action”

Keshet Bachan

“The "everydaysexim" project by Laura Bates - campaigned to pressure Facebook into filtering and banning groups and images that depict and promote violence against women. Watch video of Council of Europe conference and listen to Laura speak about this: <http://bit.ly/1oSjyWE>”

Liri Kopaci-Di Michele

“I think what is needed in Ghana are large active movements of women who also proactively use social media to push for social justice”

Nana Darkoa

A selection of resources shared by participants:

- Take part in the “[Gender, Technology, and Social Change](#)” 4-week online course by TechChange (Fall 2015)
- Watch this TED Talk by Zeynep Tufekci: “[Online social change: easy to organize, hard to win](#)”
- Read “[Media and the Image of Women](#)”, a report of the 1st Conference of the Council of Europe Network of National Focal Points on Gender Equality
- Discover “[HarassMap](#)”, a tool allowing the mapping and reporting of sexual harassment cases in Egypt

See all [resources shared during the online discussion](#).



EMPOWERWOMEN.ORG

awid
Association For Women's Rights In Development

WORLD PULSE

theguardian