Summary of ‘Social media for social change – Engaging Young Men through Social Media for the Prevention of Violence against Women’

Social media project clinic
Bangkok, 28-29 September, 2010

The project - “Engaging Young Men through Social Media for the Prevention of Violence against Women” – aims to connect and inspire young people to take action to end gender-based violence and will be carried out in China, Indonesia, and India. The “Social media for social change” meeting brought together the organizations selected to work on this project to share and learn from each other, and to take part in a ‘social media clinic’ with a global expert on social media. Participants explored what social media tools are available and how they can be used creatively to reach out to boys and men to take action to violence against women in Asia and the Pacific.

Seventeen participants, mainly from organizations from India, China, and Indonesia developing and implementing the project, participated in the meeting, along with representatives of UNIFEM and the private sector (Demand Media). The aim of the meeting was to build capacity on how to effectively use social media for social change. At the meeting, each group (from Indonesia, China, India) took part in a planning process and then revised their project plans based on what has been learned.

Key principles discussed at the meeting include:

- Social media is a means of connecting people, allows peer-to-peer interaction, and gets people talking with each other on a mass scale.

- Social media platforms include Twitter, Facebook, Blogs, Websites, Mobile Apps, Web Solutions like Social Vibe, and more.

- Campaigns should take into account how different people use social media - and develop activities on how to best communicate with them (see figure 1). Eg, targeting bloggers as access points to particular audiences.

- The principles of RRI and PUVV (see figure 2):

  - RRI describes the basic human emotions that build online communities: Reward: People like to get things; Recognition: People like to be recognized by their peers; and Influence: People like to know that they influenced something tangible.
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.

- A campaign strategy should clearly state what you want a defined audience to do and how you are going to measure success. It is recommended to have ONE measure of success – ie, everything you do should be able to be measured by one single way – eg, page views to your blog, number of fans, or size of your network measured by registered users.

- A ‘classic social media campaign’ includes the following (see figure 3):
  - *Actionable engagement*: People need a reason to do something. For example, in the 350.org campaign, people were engaged to take action to raise awareness on CO2 in the atmosphere, and united by taking part in a series of demonstrations around the world;
  - *Output that requires 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. 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 – eg, 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;
  - *Reward, recognition, influence*: What do people gain?
A campaign that includes these 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. For example, in ‘The Sims Fashion Contest’, people were asked to create a virtual fashion show.

**Partners for Prevention** Working to Prevent Violence against Women
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voted for the winner, whose clothing line was made into a real clothing line at H & M (a popular clothing store chain).

- In summary: Use social media platforms like Twitter, Facebook, Blogs, Websites, Mobile Apps and Web Solutions like Social Vibe and combine them with:
  a) Reputation, Reward and Influence based contests or challenges
  b) Create an offline component for gathering and engaging youth around the contest or challenge
  c) Reward people at the end of the day: Both those who contribute and those who benefit
  d) Partner on the ground in target areas
  e) Surface real results to all parties involved
  f) Do not merely disseminate information: Engage efficacy. People want to make a difference and be rewarded and recognized for it.
  g) REQUIRE and BUILD IN VIRALITY

For more information, see Annex 1- Presentations.

**Next steps**

Over the course of this project, we suggest that all three projects take part in a process to stay in touch with us and each other as follows:

<table>
<thead>
<tr>
<th>what</th>
<th>when</th>
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</thead>
<tbody>
<tr>
<td>Share a revised communications strategy (following the Communications Project Template - available in Annex 1), as well as the principles outlines in this document</td>
<td>by 26 October</td>
</tr>
<tr>
<td>Develop a detailed workplan based on your communications strategy</td>
<td>by 3 December</td>
</tr>
<tr>
<td>Blogs posted on Engagingmen.net on how the project is progressing, including descriptions of what worked and didn’t work (can be on a private section of the site if preferred)</td>
<td>for each major campaign activity</td>
</tr>
<tr>
<td>Regular news/updates on activities posted to engagingmen.net</td>
<td>for each major campaign activity</td>
</tr>
<tr>
<td>Learning from each campaign consolidated and shared on <a href="http://www.engagingmen.net">www.engagingmen.net</a> for others to learn from and replicate</td>
<td>by end of project</td>
</tr>
</tbody>
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Partners for Prevention Working to Prevent Violence against Women
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RRI and PUVV

“RRI” = the basic human emotions that build online communities

Reward People like to get things

Recognition People like to be recognized by their peers

Influence People like to know that they influenced something tangible

“PUVV” = 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.
“Classic” Social Media

ACTIONABLE ENGAGEMENT

OUTPUT THAT REQUIRES VIRALITY

REWARD RECOGNITION INFLUENCE

Reason to: Do Share Gain

Results
Annex 1- Presentations

- *Using the Power of Social Media - Engaging Young Men through Social Media for the Prevention of Violence Against Women - Demand Media working with Partners for Prevention* by Mateo Gutierrez

- *Communications Strategy Template*

- *Presentation from CYC, India*

- *Presentation from Laki Laki Baru, Indonesia*

- *Presentation from Eastern Campus, China*

- *Presentation from Campus Hero, Bangladesh*

Annex 2 – Participants List

<table>
<thead>
<tr>
<th>No.</th>
<th>Country</th>
<th>Name</th>
<th>Position</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>Julia Broussard</td>
<td>Country Programme Manager</td>
<td>UNIFEM</td>
</tr>
<tr>
<td>2</td>
<td>China</td>
<td>Wen Zhi Ming</td>
<td>CEO</td>
<td>Eastern Campus</td>
</tr>
<tr>
<td>3</td>
<td>China</td>
<td>Zhang Li Jun</td>
<td>Intern</td>
<td>Eastern Campus</td>
</tr>
<tr>
<td>4</td>
<td>India</td>
<td>Kuber Sharma</td>
<td>Director</td>
<td>CYC</td>
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<td>5</td>
<td>India</td>
<td>Rama Rao</td>
<td>Facilitator of the Leadership &amp; Learning Journey programme</td>
<td>CYC</td>
</tr>
<tr>
<td></td>
<td>Country</td>
<td>Name</td>
<td>Position/Role</td>
<td>Organization/Program</td>
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<td>6</td>
<td>Indonesia</td>
<td>Nur Hasyim</td>
<td>Coordinator of Men Program Unit of Rifka Annisa Yogyakarta</td>
<td>Rifka Annisa/ Laki Laki Baru</td>
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<tr>
<td>7</td>
<td>Indonesia</td>
<td>Thomas Aquino</td>
<td>Media Program Manager</td>
<td>Women's Journal Foundation/ Laki Laki Baru</td>
</tr>
<tr>
<td>8</td>
<td>Bangladesh</td>
<td>Sahmmy Wadud</td>
<td>Executive Producer</td>
<td>Sheltec Campus Hero Television Reality Show'</td>
</tr>
<tr>
<td>9</td>
<td>USA</td>
<td>Mateo Gutierrez</td>
<td>Director, Social Media</td>
<td>Demand Media</td>
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<tr>
<td>10</td>
<td>Thailand</td>
<td>Matthew Clark</td>
<td>Portal Administrator</td>
<td>P4P</td>
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<td>11</td>
<td>Thailand</td>
<td>David Galipeau</td>
<td>Knowledge Management Team Leader</td>
<td>UNDP</td>
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<td>Thailand</td>
<td>Janet Wong</td>
<td>Programme Specialist</td>
<td>UNIFEM</td>
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<td>Caroline Liou</td>
<td>Communications Specialist</td>
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<td>15</td>
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<td>Raymond Brandes</td>
<td>Programme Specialist</td>
<td>P4P</td>
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<tr>
<td>16</td>
<td>Thailand</td>
<td>Stephanie Miedema</td>
<td>Intern</td>
<td>P4P</td>
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</tbody>
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