



A Social Marketing Campaign for the 16 Days of Activism Against Gender Based Violence 2016

ABOUT THE CAMPAIGN:

#GE4Me (Gender Equality for Me) is a social marketing campaign designed to coincide with the 16 Days of Activism Against Gender Based Violence, 25th November–10th December. The campaign focusses on what gender equality means to the many diverse groups that shape Melbourne's Eastern Metropolitan Region.

#GE4Me engaged with a diverse group of individuals from across the eastern region and asked them to share what gender equality means to them. Their messages have been turned into memes. WHE will share these to enable the community to hear and spread the messages of gender equality throughout the region. Hopefully this will then encourage individuals to think about their own #GE4Me messages!

HOW CAN I BE INVOLVED?

There are a number of ways that you can be involved in the #GE4Me campaign.

Social media

The Women's Health East [Facebook](#) and [Twitter](#) pages will act as a portal for sharing the campaign memes, and for sharing information on gender equality more broadly across the 16 Days. The hashtag **#GE4Me** will be the official campaign hashtag to use on all campaign posts and tweets.

A really easy way that you can be involved in the campaign is to share the campaign memes that have been provided in this package via your social media channels. There are 16 messages – one for each of the 16 days!

To further participate in the social media component of the campaign, organisations and individuals are encouraged to share their own #GE4Me message on their social media platform – make sure to tag @WHEast on [Twitter](#) or @Women's Health East on [Facebook](#) and use the official hashtag, #GE4Me.

Other hashtags that can be used in conjunction with the official campaign hashtag are #16Days #PVAW #EndVAW #primaryprevention or any other hashtag you think is relevant.

If you are not on social media, you can always email campaign pictures or stories to us – we would love to hear from you! We can then share these on our own social media to add your contribution to the campaign.

Other ways you can be involved

- Use the #GE4Me template – decorate, colour in, draw on and write your #GE4Me message in the template and display around your office/centre/service. Take some photos of the template and share via social media too if you like!
- Print out templates to give to community members visiting your organisation – ask them to think about their own #GE4Me message by decorating a template with a message of their choosing.
- Use these templates as a display for your 16 days activity or event.
- Come up with your own #GE4Me message to use for your e-signature, or use one of the messages supplied.
- Print out the supplied campaign memes and display around your organisation, or at your 16 Days event.
- Develop your own memes with your own messages and campaign faces! *As this is a [Together for Equality & Respect](#) project, it would be appreciated if the TFER logo is included on your meme. It would be great to acknowledge WHE too!*
- Display the supplied official campaign poster within your organisation (to be distributed at the campaign launch on 16 November)
- Come up with another creative way to spread the #GE4Me message!

WHERE DO I START?

A number of helpful resources have been provided as part of your package to make your involvement in the campaign easy. Your campaign package includes:

- 16 #GE4Me memes for you to use as you wish! Share on social media, use as your e-signature, promote on your website or print out to display.
- About the Campaign and Background fact sheets to orient you to the #GE4Me campaign, the 16 Days, violence against women, gender equality and why the campaign is important in achieving equality.
- A campaign template for you to share your own #GE4Me messages, or invite some community members to do so.
- Simple steps on how to evaluate your campaign
- A campaign poster (distributed at the campaign launch on 16th November).

Who do I contact for more information?

If you have any questions about the campaign, please contact Vanessa or Kate at Women's Health East – 9851 3700 / vczerniawski@whe.org.au / kgibson@whe.org.au