

16 Days of Activism against Gender Based Violence Campaign 2017



About the campaign

#Ge4Us (Gender Equality for Us) is a social marketing campaign designed to coincide with the 16 Days of Activism Against Gender Based Violence, 25th November – 10th December. The campaign follows on from the 2016 campaign #GE4Me, where we explored what gender equality means to the many diverse groups that shape Melbourne's Eastern Metropolitan Region. This year the focus is on what gender equality (GE) looks like for us in action, in our day to day lives, and encourages the EMR community to think about what this looks like in their workplace, their family, their school, and their lives..

#GE4Us has engaged Gender Equality Ambassadors to share their story of what GE looks like in their workplaces, families and lives. These Ambassadors are featured in images with a key message (memes) which can be shared through social media, email, and link to the Women's Health East website where the full stories can be read.

How you can be involved

1. Social Media

There are three ways you can be involved in the campaign through social media:

- You can utilise our social media guides, which give options for each of the 16days on what to post (meme, link, messages), on your own social media platforms. You can download these guides, and also download images specific to Facebook, Twitter and Instagram on our website. Make sure you use the campaign hashtag #GE4Us, and feel free to tag us @WHEast and we will make sure to like/love your post!
- You can post your own messages in line with our message or about your own activities during the 16days and use the #GE4Us to link in with the regional campaign as well as #16days #EndVAW #PVAW to link with the state and international campaign.
- You can share and comment on Women's Health East's posts from our Facebook, Twitter and Instagram platforms. You can also share your event details with us, and we can promote your event on our social media.

2. Email

- We have developed template emails featuring the GE Ambassadors which you can utilise within your own internal and external mail networks to promote the campaign.

3. Additional Activities:

You can spread the message for the 16days through a number of ways. We have put together a list of ideas of what partners did last year to get you started!

- Featuring the campaign logo on website carousals or website homepages.
- Posting campaign posters and pictures around your organisation
- Encouraging community members to complete the 'Together we will' activity at events or at organisations and to take a selfie with these.
- Lighting up the organisation's building in orange!
- Featuring messages in magazines or newsletters
- Change your email signature with the campaign option provided, and encourage others to do so
- Encourage staff at meetings (or perhaps at a special morning tea) to have their say on behalf of your organisation with the 'Together we will' activity
- Hold information forums to raise awareness about the issue, and utilise campaign posters and pictures on the day

How to get started:

A number of helpful resources have been provided to make your involvement in the campaign easy. These resources are also available to download via the Women's Health East website www.whe.org.au

- A 16 Days daily #GE4Us messages guide for you to use as you wish! Share the campaign messages on social media, use them as your e-signature, promote them on your website or print them out to display.
- 'About the Campaign' and 'Background Fact Sheets' to orient you with the #GE4Us campaign, the 16 Days of Activism campaign, along with information about violence against women, gender inequality and why the campaign is important in achieving equality.
- A campaign template for you to share your own #GE4Us messages, or invite some community members to do so.
- Simple steps on how to evaluate your campaign.
- A campaign poster – which you can request through the contact details below, or print you own.

Who do I contact for more information?

If you have any questions about the campaign, please contact Jayde at Women's Health East – 9851 3700 / jmcburnie@whe.org.au