

16 Days of Activism against Gender Based Violence Campaign 2017



As part of the #GE4Us campaign, Women's Health East and local council partners engaged with seven community Ambassadors and asked them to answer the question: "What does gender equality look like in action for you?" Their answers have been turned into #GE4Us stories and memes that can be used across the 16 Days of Activism.

The following memes can be shared on social media, on your website, in newsletters, on e-signatures, around the office or any other way that you can think of during the 16 Days of Activism!

Women's Health East will be sharing a meme or message each day over the 16 Days, in the order shown below. To make sure we have a coordinated approach to the campaign across the region, we ask that you share the same meme on the same day as WHE. We also ask that the memes aren't shared until the 16 Days officially begins on Friday 25th November.

Copies of the memes as an image can be downloaded from the Women's Health East Website by clicking on the relevant link in the below table.

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

Thank you for participating

Social Media Guide – Instagram

Please note: GE4Us Ambassador Stories will not go live until the 20th November.

HASHTAG 101

Eastern Region Campaign ‘Gender Equality for Us’:

#GE4Us

State Campaign ‘Victoria Against Violence’:

#GoOrange #FreeFromViolence

International Campaign ‘UNiTE to End Violence Against

Women and Girls’: #16days #OrangeYourWorld

Please note:

The #GE4Us Ambassador Image links and URLs provided in this document are specific to Instagram. If you are posting on Twitter or Facebook we encourage you to use the social media guides specific to these platforms. For any other use of images and URL’s please refer to the #GE4Us communication guide summary


[These documents can be found here](#)

Why not change your Instagram cover photo for the GE4Us?

Image example:








[Download a customized cover photo here](#)



Day and Date	#GE4Us Message	Additional Message	URL to utilise
Day prior to 16days beginning: Friday 24 th November	<p>“Tomorrow marks the beginning of 16 Days of Activism Against Gender Based Violence. This year the #GE4Us campaign will feature 7 local community ambassadors who will share their own stories of gender equality in action. Watch this space!”</p> <p>Image example:</p>  <p>Link to download image</p>		<p>Link to GE4Us homepage for Instagram: https://goo.gl/7LwbVZ</p>
Day 1: Saturday 25 th November INTERNATIONAL DAY FOR THE ELIMINATION OF VIOLENCE AGAINST WOMEN, NOVEMBER 25TH.	<p>Vic Health – Attitudes Video</p> <p>“Today marks the first day of the #16days, and also International Day for the Elimination of Violence Against Women. Gender equality is an important step to stop violence against women. #GoOrange #GE4Us #FreeFromViolence”</p>		<p>Link to Vic Health Attitudes Video: https://goo.gl/7vfRV9</p>
Day 2: Sunday 26 th November	<p>“Want to know more about the Eastern region #16days of activism campaign? Check out the website!”</p> <p>Link to website-see URL.</p>	<p>“This weekend it’s time to climb on board the gender equality bus, smash some gender stereotypes and promote respect. Check out this A-Z guide from OurWatch #GoOrange #GE4Us #FreeFromViolence”</p> <p>Download A-Z Poster here</p>	<p>Link to GE4Us homepage for Instagram: https://goo.gl/7LwbVZ</p>
Day 3: Monday 27 th November	<p>“Meet #GE4Us Gender Equality Ambassador, Siobhan. Click on the link and read her story! #FreeFromViolence #GE4Us #GoOrange #16days”</p> <p>Example of Siobhan’s Meme:</p>	<p>“Today is the UNiTE Orange Spotlight on Violence against Indigenous Women and Girls @FVPLS #FreeFromViolence #GE4Us #GoOrange #16days”</p> <p>Example of infographic:</p>	<p>Link to Siobhan Story Instagram: https://goo.gl/EcrCvF</p>

	<p>Download Siobhan's meme for Instagram by clicking here</p>	<p>Download Infographic here</p>	
<p>Day 4: Tuesday 28th November INTERNATIONAL WOMEN HUMAN RIGHTS DEFENDERS DAY, NOVEMBER 29TH</p>	<p>“Meet #GE4Us Gender Equality Ambassador, Harry. Click on the link and read his story! #FreeFromViolence #GoOrange #16days”</p> <p>Example of Harry's Meme:</p> <p>Download Harry's meme for Instagram by clicking here</p>	<p>“Today marks International Women Human Rights Defenders Day! And what more basic human right is there than being safe from discrimination and violence based on your gender!”</p> <p>“In 2017, a project was undertaken by @MaroondahCityCouncil, @KnoxCityCouncil, @YarraRangesCouncil and @Inspiro to identify practical actions clubs could take to promote gender equality, and prevent violence against women. Watch this inspiring video #GE4Us #FreeFromViolence #GoOrange #16days”</p>	<p>Link to Harry Story: Instagram: https://goo.gl/68AjCo</p> <p>‘Link to Our Codes Our Clubs video’ for Instagram: https://goo.gl/ykdY3m</p>
<p>Day 5: Wednesday November 29th</p>	<p>“Meet #GE4Us Gender Equality Ambassador, Claire. Click on the link to read her story #FreeFromViolence #GoOrange #16days”</p> <p>Example of Claire's Meme:</p> <p>Download Claire's meme for Instagram by clicking here</p>	<p>“Here's a great video from @KnoxCityCouncil @MaroondahCityCouncil and @businessyarraranges, about the importance of child care #GoOrange #FreeFromViolence #GE4Us #16days”</p>	<p>Link to Claire's story Instagram: https://goo.gl/mZoqy6</p> <p>Link to Child care video https://goo.gl/HjHMLq</p>

<p>Day 6: Thursday 30th November</p>	<p>Today is the exciting launch of ‘No Limitations - breaking down gender stereotypes in the early years’. The fantastic guide by @WHEast and @ManninghamCityCouncil, supports educators to promote gender equality in early childhood settings.”</p> <p>Example of No Limitations Launch Picture:</p>  <p>To download the guide go to whe.org.au/no-limitations-guide</p> <p>Download No Limitations by clicking here</p>	<p>“Re Draw the balance, a fantastic film which shows us that even in their early years of learning children already define career opportunities as male or female. #GoOrange #GE4Us #FreeFromViolence”</p>	<p>Link to Re-Draw the balance: https://vimeo.com/164242863</p> <p>Link to No limitations guide: https://goo.gl/wxruVB</p>
<p>Day 7: Friday 1st December</p>	<p>“Meet #GE4Us Gender Equality Ambassador, Rosina. Click on the link to read her story #FreeFromViolence #GoOrange #16days”</p> <p>Example of Rosina’s meme:</p>  <p>Download Rosina’s meme for Instagram by clicking here</p>	<p>NA</p>	<p>Link to Rosina’s story Instagram: https://goo.gl/Df9khJ</p>
<p>Day 8: Saturday 2nd December</p>	<p>INTERNATIONAL DAY FOR THE ABOLITION OF SLAVERY</p> <p>“Today is International Day for the Abolition of Slavery. There are still approximately 4.5 million people in forced labour today #GoOrange #GE4Us #FreeFromViolence”</p> <p>Example of infographic:</p>		<p>URL for more information: http://bit.ly/2z7aLJU</p>

	 <p>Download Infographic here</p>		
<p>Day 9: Sunday 3rd December INTERNATIONAL DAY OF DISABLED PERSONS</p>	<p>“Today is is UNITE’s Orange spotlight day on Violence Against Women with Disabilities #GoOrange #GE4Us #FreeFromViolence”</p> <p>Example of infographic:</p>  <p>Download Infographic here</p>		<p>URL for more information: http://bit.ly/1ymaQIO</p> <p>Info source: http://bit.ly/2zjTRZx</p>
<p>Day 10: Monday 4th December</p>	<p>TFER Launch – Leaders Morning Tea –we encourage your organisation’s attending representative to post/tweet on the day, Make sure you use #GE4Us And tag @WHEast.</p>		

<p>Day 11: Tuesday 5th December INTERNATIONAL VOLUNTEER DAY FOR SOCIAL AND ECONOMIC DEVELOPMENT</p>	<p>“Meet #GE4Us Gender Equality Ambassador, Ian. Click on the link to read his story #FreeFromViolence #GoOrange #16days”</p> <p>Example of Ian’s meme:</p>  <p>Download Ian’s meme for Instagram by clicking here</p>	<p>“Here’s a great video from @KnoCC @MaroondahCC and @businessyarraranges, about the importance of tackling discrimination in the workplace #GoOrange #FreeFromViolence #GE4Us #16days”</p>	<p>Link to Ian story for Instagram: https://goo.gl/Lh3KdX</p> <p>Link to Workplace video https://goo.gl/DrAVBe</p>
<p>Day 12: Wednesday 6th December</p>	<p>“Meet #GE4Us Gender Equality Ambassador, Niwal. Click on the link to read her story #FreeFromViolence #GoOrange #16days”</p> <p>Example of Niwal’s meme:</p>  <p>Download Niwal’s meme for Instagram by clicking here</p>	<p>“Playing sport ‘like a girl’ is not an insult, it is playing it fiercely and fearlessly! #GE4Us #FreeFromViolence #GoOrange #16days”</p>	<p>Link to Niwals Story on Instagram: https://goo.gl/68AjCo</p> <p>Link to Like A Girl video https://goo.gl/mdGaKx</p>
<p>Day 13: Thursday 7th December</p>	<p>“Meet #GE4Us Gender Equality Ambassador, Heather. Click on the link to read her story #FreeFromViolence #GoOrange #16days”</p> <p>Example of Heather’s meme:</p>  <p>Download Heather’s meme for Instagram by clicking here</p>		<p>Link to Heather story for Instagram: https://goo.gl/azN673</p>
<p>Day 14: Friday 8th December</p>	<p>“Meet #GE4Us Gender Equality Ambassador, Manasi. Click on the link to read her story #FreeFromViolence #GoOrange #16days”</p>	<p>“We love Riley! Watch this smart young gal educate us all on why gender stereotyping in the form of “girls” and “boys” toys affects how children view themselves #GE4Us</p>	<p>Link to Manasi’s Story on Instagram: https://goo.gl/DMVJMM</p>

	<p>Example of Manasi's meme:</p>  <p>Download Manasi's meme for Instagram by clicking here</p>	#FreeFromViolence #GoOrange #16days."	<p>Link to Riley rant video https://goo.gl/WMkj7h</p>
<p>Day 15: Saturday 9th December</p>	<p>"Settling down for a Saturday night Netflix session? Check out 'The Hunting Ground', a doco about the appalling reality of sexual assault on American campuses that is not uncommon here #GE4Us #FreeFromViolence #GoOrange #16days"</p>		<p>Link to Documentary information http://bit.ly/1uAm72o</p>
<p>Day 16: Sunday 10th December</p>	<p>"As the 16 Days of Activism draws to a close today, we must not forget the rates of gendered violence that occurs in Australia. This needs to change. Change can only come when women are respected, paid, perceived and treated, equally #GE4Us #FreeFromViolence #16days #genderequality."</p> <p>Example of Poster:</p>  <p>Download the poster by clicking here</p>		<p>Link to resources: https://goo.gl/vf2wga</p>