

Tips to



Better Reach Social Media Users, including Survivors of Violence

DOs

- **Share real-life stories** like your staff's experiences or beneficiaries' success stories (stories of change, community support, women's empowerment)
- **Be positive!** Use words like "support", "encourage", "help", "empower", "achieve", "happy"
- **Use pictures** depicting community like groups of beneficiaries, volunteers, or staff members
- **Evoke a sense of urgency:** Use terms like "emergency", "demand justice", "breaking news", "must-read", "need help"
- **Use pictures of migrant workers** and their challenges or needs
- **Include a hashtag** or call to action like signing a petition, reading an article, or donating
- **Videos are effective** but not more than 1 minute! You can also use news clips, gifs, and animations
- **Celebrate news about policy wins** or raise awareness about the need to change policy
- **Repost from credible sources** with a brief caption
- **Host live Facebook events** every month to expand your audience and target migrant workers
- **Make sure your content is in a language** that your different audiences can understand
- **Post every day or a few times a week** so people can see the organization in action and different content.

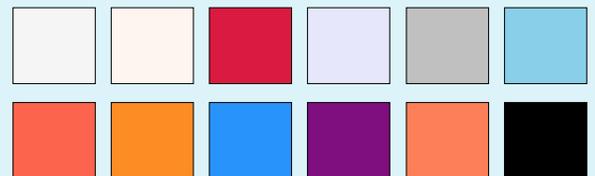
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- **Tap into local organizations** or influencers who have a wider reach to spread the word.
- **Boost your content** using Facebook Ads once a month
- **Leverage private groups** on Facebook and other platforms to bring allies and beneficiaries together in a safe space

Tips for images

- No direct visuals of violence
- Use real-life people
- Include a quote or story
- Use attractive colors such as:



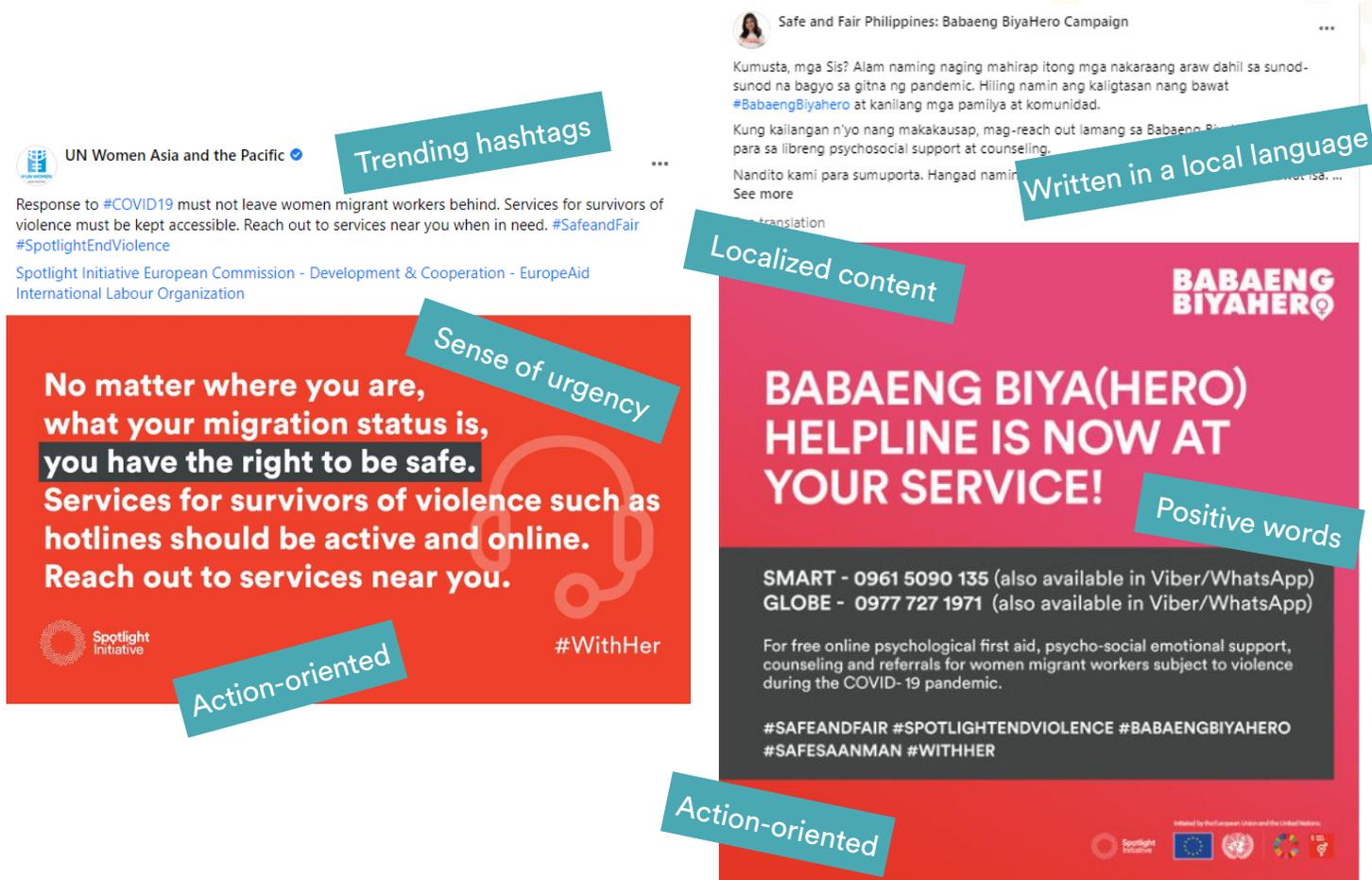
Tips for hashtags

- **Make it short** and action-oriented using verbs (e.g. #endviolence)
- **Localize it** using slang terms or native languages
- **Tag** the hashtag with **other trending hashtags**
- **If you are creating a new hashtag, check if it's already in use**, for what and by whom

DON'Ts

- Don't post videos that are **more than 1 minute long**
- Don't **only use animation or cartoons** in images and videos - also use real-life people in content
- Don't exclusively post photos or videos **about the organization or staff activities**. Mix this content with stories from beneficiaries or awareness-raising facts (e.g. staff workshops, meetings only)
- Don't host live-sessions with **experts only**. Instead, target live Q&As for migrant workers
- Don't use **jargon or acronyms of technical terms** (e.g. VAW, WMW, TIP)

EXAMPLES



UN Women Asia and the Pacific
Response to #COVID19 must not leave women migrant workers behind. Services for survivors of violence must be kept accessible. Reach out to services near you when in need. #SafeandFair #SpotlightEndViolence
Spotlight Initiative European Commission - Development & Cooperation - EuropeAid International Labour Organization

Trending hashtags

Safe and Fair Philippines: Babaeng BiyaHero Campaign
Kumusta, mga Sis? Alam naming naging mahirap itong mga nakaraang araw dahil sa sunod-sunod na bagyo sa gitna ng pandemic. Hiling namin ang kaligtasan nang bawat #BabaengBiyahero at kanilang mga pamilya at komunidad.
Kung kailangan n'yo nang makakausap, mag-reach out lamang sa Babaeng BiyaHero para sa libreng psychosocial support at counseling.
Nandito kami para sumuporta. Hangad namin...
See more

Written in a local language

Localized content

Sense of urgency

Action-oriented

Positive words

Action-oriented

BABAENG BIYA(HERO) HELPLINE IS NOW AT YOUR SERVICE!

SMART - 0961 5090 135 (also available in Viber/WhatsApp)
GLOBE - 0977 727 1971 (also available in Viber/WhatsApp)

For free online psychological first aid, psycho-social emotional support, counseling and referrals for women migrant workers subject to violence during the COVID-19 pandemic.

#SAFEANDFAIR #SPOTLIGHTENDVIOLENCE #BABAENGBIYAHERO #SAFESAANMAN #WITHER

This Tip Sheet was developed as part of the Safe and Fair Programme: Realizing women migrant workers' rights and opportunities in the ASEAN region (2018–2023). Safe and Fair is part of the multi-year EU-UN Spotlight Initiative to Eliminate Violence Against Women and Girls, funded by the European Union, and is implemented by ILO and UN Women in collaboration with UNODC. It delivers technical assistance and support with the overall objective of making labour migration safe and fair for all women in the ASEAN region. © UN Women 2022. All rights reserved.

