



**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. People





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:

what	when
Share a revised communications strategy (following the Communications Project Template - available in Annex 1), as well as the principles outlines in this document	by 26 October
Develop a detailed workplan based on your communications strategy	by 3 December
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)	for each major campaign activity
Regular news/updates on activities posted to engagingmen.net	for each major campaign activity
Learning from each campaign consolidated and shared on www.engagingmen.net for others to learn from and replicate	by end of project

Figure 1

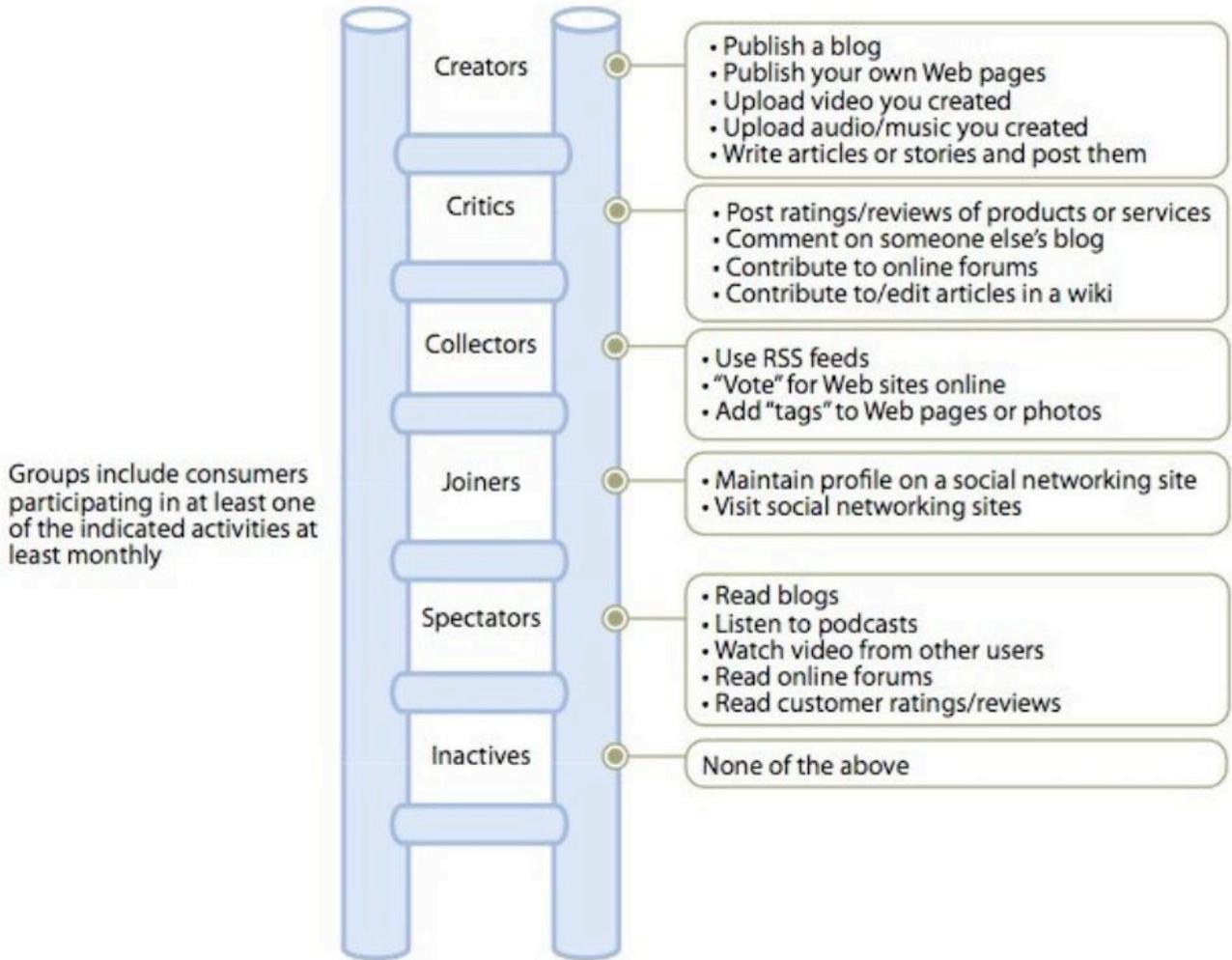




Figure 2

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

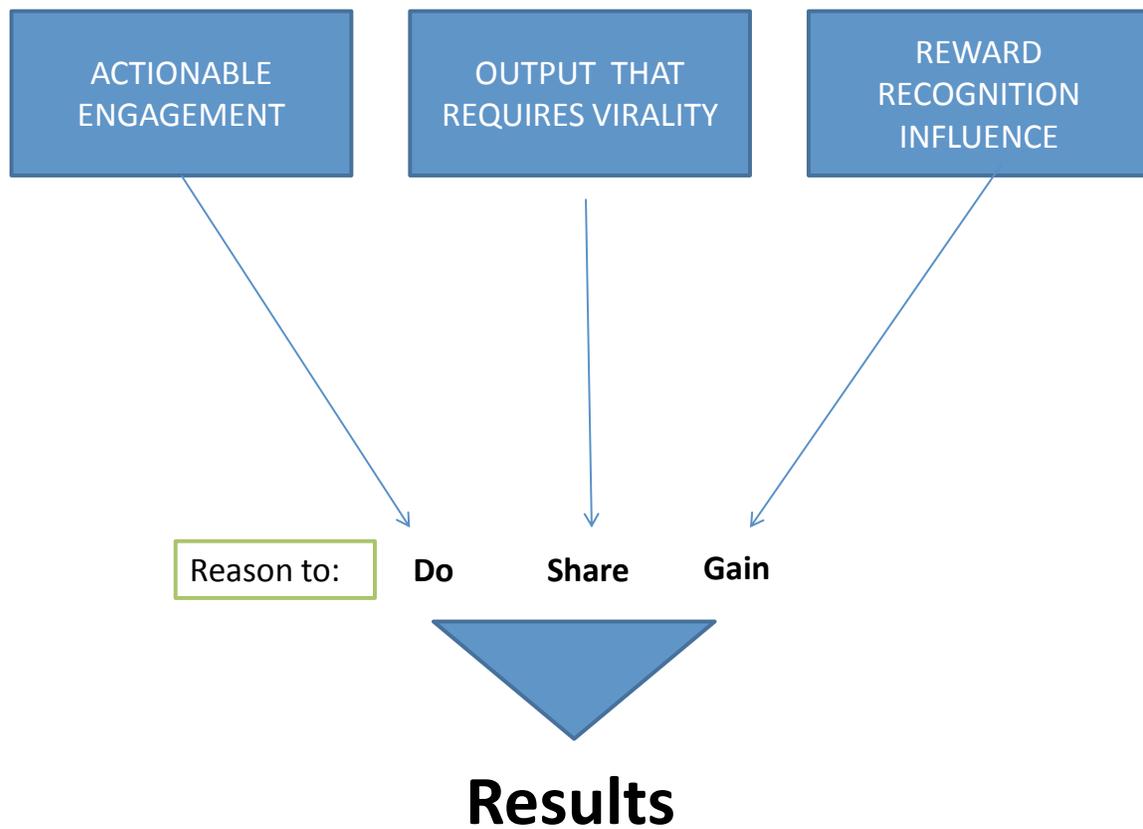
Unexpected People like consuming then sharing new information in the social space.
Pique their curiosity and reframe the familiar.

Visual Show, don’t tell. Photos, videos – synthesize with quick visuals.

Visceral Design your campaign to trigger the senses: sight, sound, hearing etc.

Figure 3

“Classic” Social Media





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](http://partners4prevention.org/files/documents/demand_media_for_p4p_1.pdf)
by Mateo Gutierrez
http://partners4prevention.org/files/documents/demand_media_for_p4p_1.pdf
- [Communications Strategy Template](http://partners4prevention.org/files/documents/comms_template.pdf)
http://partners4prevention.org/files/documents/comms_template.pdf
- [Presentation from CYC, India](http://partners4prevention.org/files/documents/india_cyc.pdf)
http://partners4prevention.org/files/documents/india_cyc.pdf
- [Presentation from Laki Laki Baru, Indonesia](http://partners4prevention.org/files/documents/india_cyc.pdf)
http://partners4prevention.org/files/documents/india_cyc.pdf
- [Presentation from Eastern Campus, China](http://partners4prevention.org/files/documents/china_eastern_campus.pdf)
http://partners4prevention.org/files/documents/china_eastern_campus.pdf
- [Presentation from Campus Hero, Bangladesh](http://partners4prevention.org/files/documents/campus_hero_bangladesh.pdf)
http://partners4prevention.org/files/documents/campus_hero_bangladesh.pdf

Annex 2 – Participants List

No.	Country	Name	Position	Organization
1	China	Julia Broussard	Country Programme Manager	UNIFEM
2	China	Wen Zhi Ming	CEO	Eastern Campus
3	China	Zhang Li Jun	Intern	Eastern Campus
4	India	Kuber Sharma	Director	CYC
5	India	Rama Rao	Facilitator of the Leadership & Learning Journey programme	CYC



6	Indonesia	Nur Hasyim	Coordinator of Men Program Unit of Rifka Annisa Yogyakarta	Rifka Annisa/ Laki Laki Baru
7	Indonesia	Thomas Aquino Wreddya Hayunta	Media Program Manager	Women's Journal Foundation/ Laki Laki Baru
8	Bangladesh	Sahmmy Wadud	Executive Producer	Sheltec Campus Hero Television Reality Show'
9	USA	Mateo Gutierrez	Director, Social Media	Demand Media
10	Thailand	Matthew Clark	Portal Administrator	P4P
11	Thailand	David Galipeau	Knowledge Management Team Leader	UNDP
12	Thailand	Janet Wong	Programme Specialist	UNIFEM
13	Thailand	James Lang	Programme Coordinator	P4P
14	Thailand	Caroline Liou	Communications Specialist	P4P
15	Thailand	Raymond Brandes	Programme Specialist	P4P
16	Thailand	Stephanie Miedema	Intern	P4P