

ComsForUs 20/03

**WOMEN & YOUTH-LED**

**LIDERADO POR MUJERES  
Y JÓVENES**

**MENÉ PAR LES FEMMES  
ET LES JEUNES**





## Simultaneous interpretation available

Simultaneous interpretation available: Select the language in which you want to listen to this session: English, French or Spanish. Use the "raise hand" button to let us know that you wish to participate



## Interprétation simultanée disponible

Interprétation simultanée disponible : Sélectionnez la langue dans laquelle vous souhaitez écouter cette session : anglais, français ou espagnol. Utilisez le bouton « lever la main » pour nous faire savoir que vous souhaitez participer.



## Interpretación simultánea disponible

Interpretación simultánea disponible: Seleccione el idioma en el cual quiere escuchar esta sesión: inglés, francés o español. Use el botón de levantar la mano para indicarnos que quiere participar





*One month of stories from women on the frontline*

# **MARCH WITH US**





One month of stories from women on the frontline

# MARCH WITH US



## #MarchWithUs | Forus

The #MarchWithUs campaign started as an effort to share the voices of women activists on the frontline of social change. This brought us into the lives of Sonita, rapper and activist from Afghanistan working against child marriage, Jesselina the founder of the Nepali Feminist digital platform, Inese

[forus-international.org /](https://forus-international.org/)





**EUROPEAN YOUTH FORUM**

**Karolina Fabianova**



**NFN, NEPAL**

**Bhawana Bhatta**



**INSPIRACIÓN,  
ANC, PERU**

**Anddy Landacay**



**COORDINATION SUD**

**Anaïs Tamani**



**AKINA MAMA WA  
AFRIKA**

**Eunice Musiime**



**WOMEN ENGAGE  
FOR A COMMON FUTURE**

**Rose Heffernan**

# Presentations - who and what?



# Présentations - qui et quoi ?



# Presentaciones: ¿quién y qué?





**Testimonials**  
**Témoignages**  
**Testimonios**





## EUROPEAN YOUTH FORUM

### Karolina Fabianova

Karolina es una estratega digital creativa con experiencia en comunicación de ONG, creación de contenidos, redes sociales, promoción y política de la UE. Ha colaborado con partes interesadas de la ONU, instituciones de la UE, gobiernos, sector privado y medios de comunicación, realizando campañas de promoción y estrategias digitales para el cambio social. Actualmente trabaja en el Foro Europeo de la Juventud, la mayor plataforma de organizaciones juveniles de Europa.

Karolina is a creative digital strategist with experience in NGO communications, content creation, social media, advocacy and EU policy. She has collaborated with stakeholders from the UN, EU institutions, governments, private sector and media, delivering advocacy campaigns and digital strategies for social change. Currently, she works at the European Youth Forum which is the biggest platform of youth organisations in Europe.

Karolina est une stratège numérique créative qui a de l'expérience dans la communication des ONG, la création de contenu, les médias sociaux, le plaidoyer et la politique de l'UE. Elle a collaboré avec des parties prenantes de l'ONU, des institutions de l'UE, des gouvernements, du secteur privé et des médias, menant des campagnes de plaidoyer et des stratégies numériques pour le changement social. Elle travaille actuellement au Forum européen de la jeunesse, la plus grande plateforme d'organisations de jeunesse en Europe.

# Communicating with young people & for young people

KAROLINA FABIANOVA  
EUROPEAN YOUTH FORUM



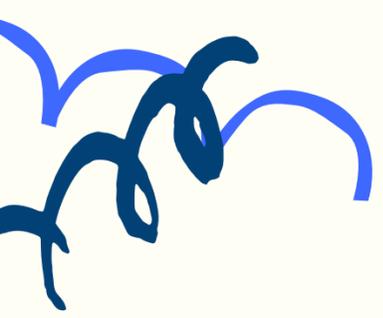
# What we do?

- advocacy
- campaigns
- meetings with decision-makers
- capacity building
- empowerment



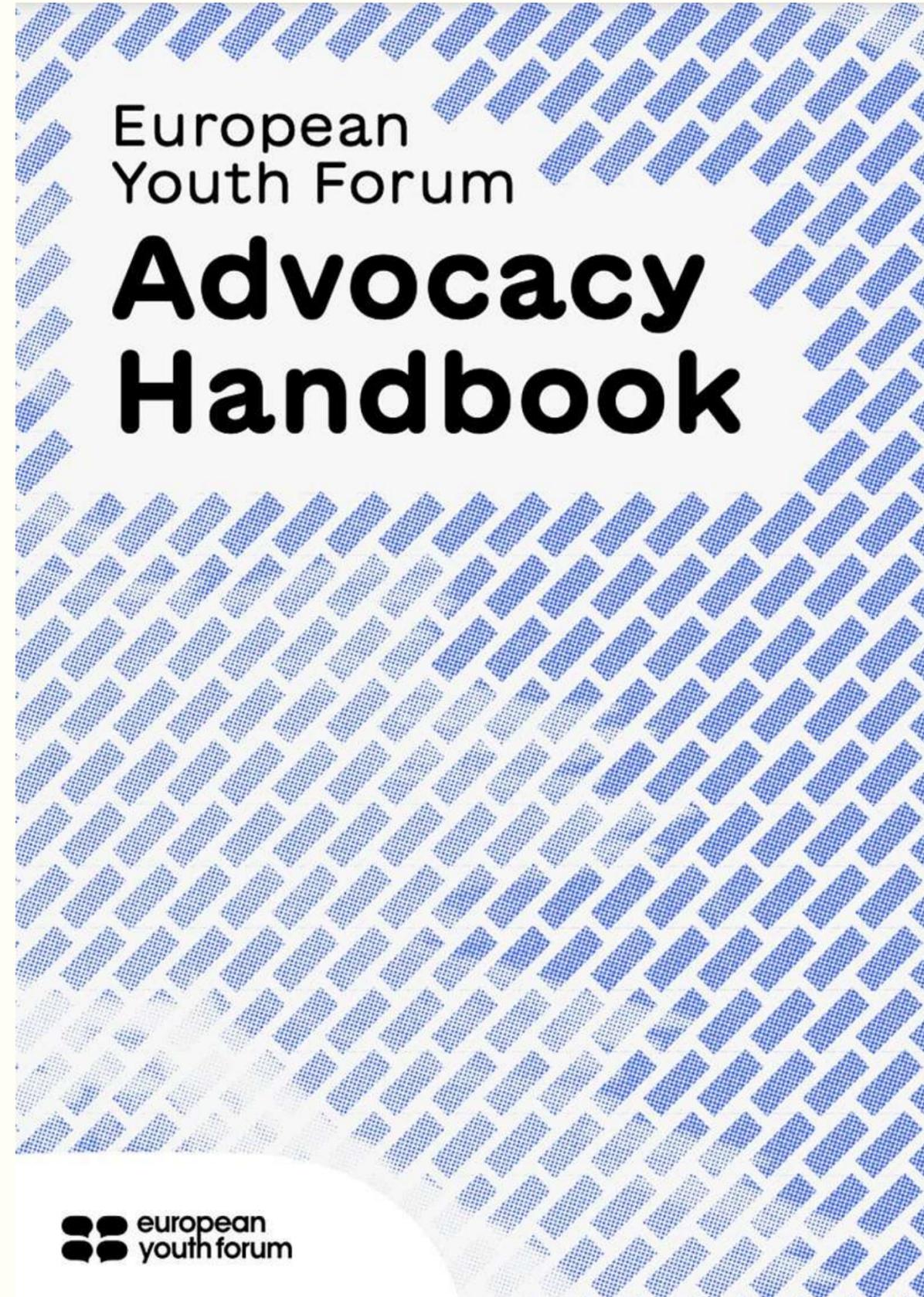
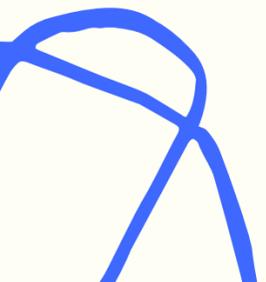
improving lives of young people in Europe





# How to plan an advocacy campaign?

[DOWNLOAD HERE](#)

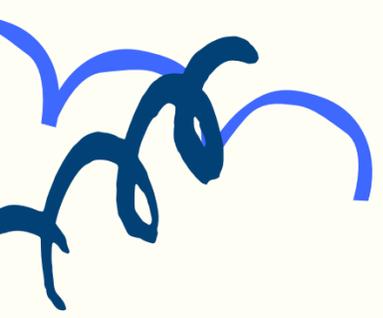




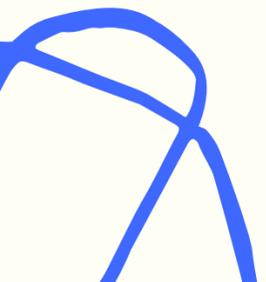
# How to plan an advocacy campaign?

1. **Define your vision and your goals** - what needs to change?
2. **From problems to solutions** - models, models, and more models!
3. **Do your research** - facts, and data
4. **Map your ecosystem** - stakeholder power mapping
5. **Craft your message** - framing, storytelling, and narratives
6. **Get your message out there** - working with the media and comms channels
7. **Build, engage and activate your community** - power to the people (CTA)
8. **Plan your actions**
9. **Monitor and evaluate** - measure the change you created
10. **Upgrade your skills** - competences for advocates





comm...  
what?

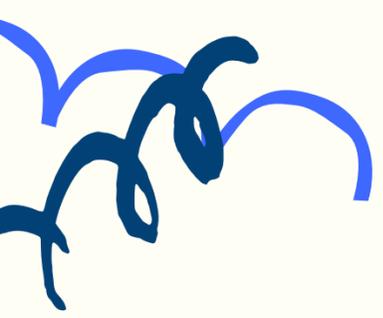


at the core of every advocacy,  
process lies **communication**

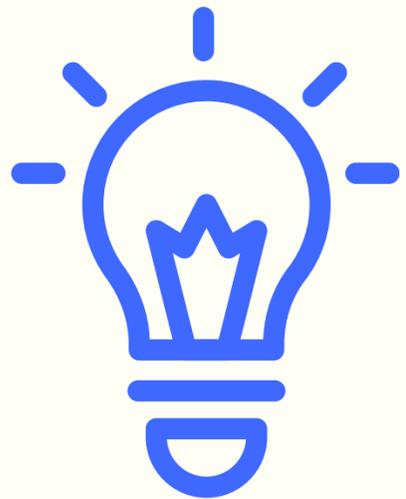
advocacy is about convincing  
individuals and groups in power to  
initiate policy change through  
various

**communication-centered actions**



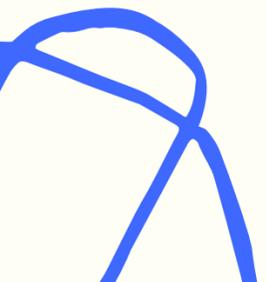


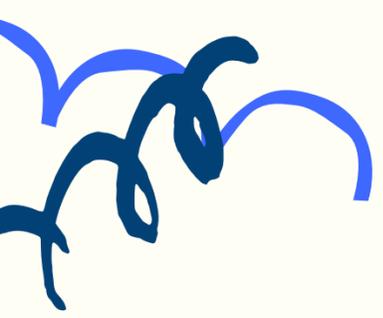
Who are you  
speaking  
for?



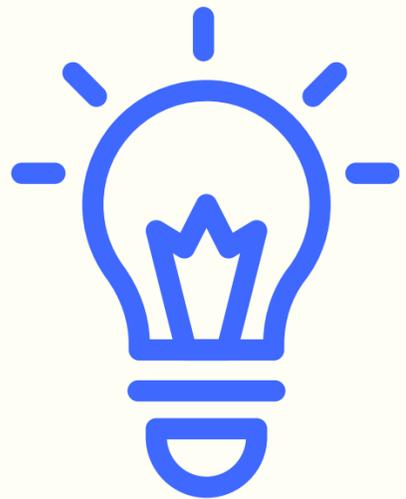
**involve young people from the  
very beginning of planning  
your campaign**

...how? coordination meetings,  
research, story telling,  
interviews



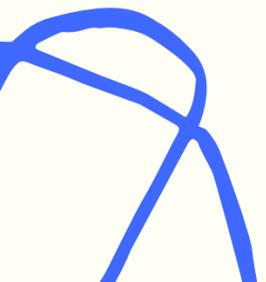


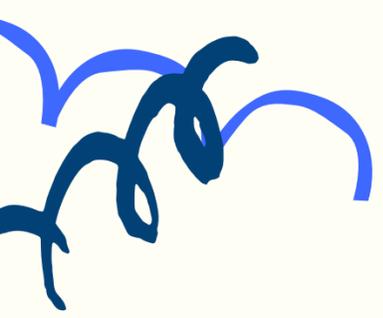
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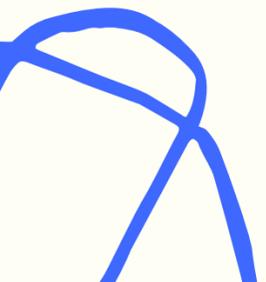
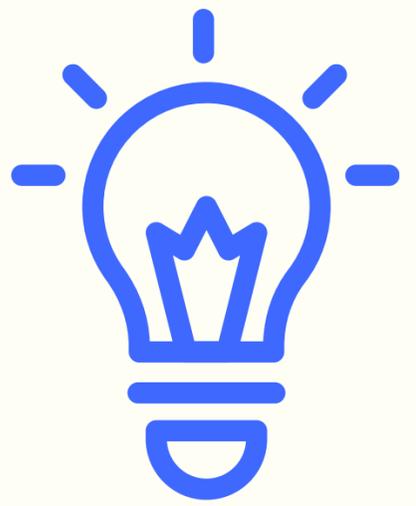
**a message is more than a piece of  
text**

don't speak to a fresh activist and  
an experienced politician  
in the same way





Which  
channels  
to choose?



**integrated advocacy campaign  
for the win**

... what belong together in your  
advocacy strategy?

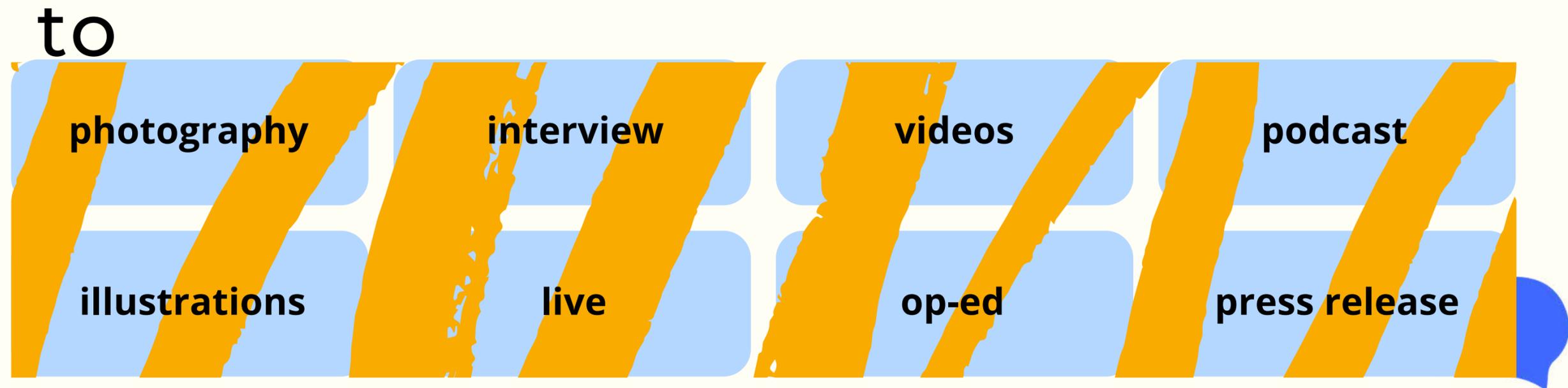


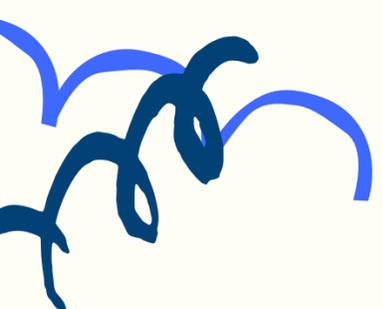


Which channels  
to choose?



Which  
content  
to  
choose?





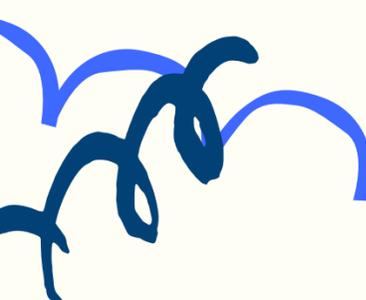
# What to post, why, when, and where?

What social media  
networks are you most  
active on?



go to [menti.com](https://www.menti.com)  
enter the code  
**7405 8249**





# 5 pillars of social media advocacy/campaigning

- strategy
- planning content and publishing
  - engagement and listening
  - analytics and reporting
- advertising





# What to post, why, when and where?

CHOOSE THE RIGHT SOCIAL MEDIA CHANNELS FOR YOUR WORK STRATEGICALLY

How do you decide which channels are best suited?

Choose your social media channels based on **what are your goals**, what resources you have, **what content type do you want to share**, **what is your audience** and **what channels are they using**, what industry you work in, who are your partners and competitors.



# Tik Tok

THE WAY TO REACH YOUNG PEOPLE



## TikTok politics: not just dance challenges

TikTok is usually full of 'Zoomers' sharing goofy, funny videos and taking part in dance challenges. However, it's also given birth to a new wave of political action: TikTok politics.

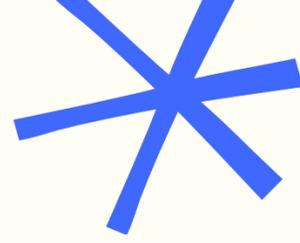
If you've been lurking a while, you may have noticed the usual dance challenges and memes are interspersed with videos of teens talking about Black Lives Matter, racism, encouraging people to stay safe at home, or celebrating Pride digitally.

Gen-Z are politically engaged, and highly motivated to share their views on diversity, tolerance and social responsibility.

They're **the most diverse generation to date**, which is highlighted in their continued support for social justice movements like Pride and Black Lives Matter. More often than not, this is because they are often directly impacted by them.

Given we're living through one of the largest civil rights movements in history, a global pandemic and the ongoing climate emergency; it's hardly surprising that Gen Z are also using TikTok as a political tool. Here's what TikTok activism looks like in 2020.

# How to communicate and engage on social media?



**use simple language -**

avoid jargons and acronyms



**include clear call to action (CTA)**



**get your audiences' attention** - make them curious, show them added value and write captivating title and first sentence



**keep it short -**

40-80 characters for Facebook

- 70 - 110 characters for Twitter

- under 125 characters for Instagram

- approximately 100 characters for LinkedIn



**social media is a two-way engagement platform** - have a conversation, ask questions, connect



# Role of the analytics

they show you what your best social networks are

data can help you create better content

you will understand your audience

HubSpot

you will understand competitors Meltwater

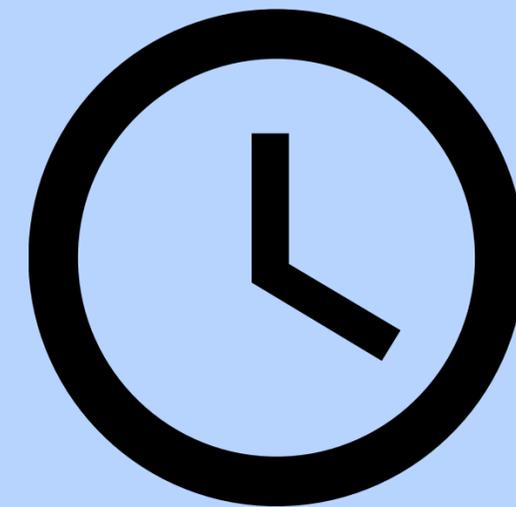
track the results of advocacy campaigns Hootsuite

(social listening) Sprout Social

Buffer

Google Analytics





# Posting at the right time matters

Facebook

**Best times:** Monday, Tuesday, Wednesday and Thursday between 7:00 to 11:00 **Worst times:** Saturday and Sunday

Instagram

**Best times:** Monday, Tuesday, Wednesday and Thursday between 12:00- 14:00 or 16:00 - 18:00 (end of the working day)  
**Worst times:** Saturday and Sunday

Twitter

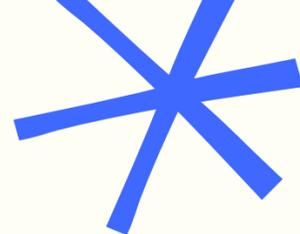
**Best times:** Monday, Tuesday, Wednesday and Thursday between 9:00 to 13:00 or 17:00 - 18:00  
**Worst times:** Saturday and Sunday

LinkedIn

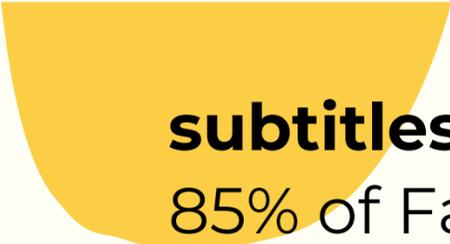
**Best times:** Tuesday, Wednesday and Thursday between 9:00 to 11:00am **Worst times:** Saturday and Sunday

10:00 am on Tuesdays, Wednesdays, and Thursdays





# Social media video best practices



**subtitles** - inclusivity,  
85% of Facebook  
users watch videos  
with the sound off



**capture attention right  
away** - 65% of people who  
watch the first 3 seconds of  
a video, watch for at least  
10 seconds and 45% even  
continue watching for  
thirty seconds



## keep it short

- Facebook: 15 sec to 2 min
- Instagram: 60 sec or less
- Twitter: 43-45 sec
- LinkedIn: 30 sec or less



**videos with  
numbers in their  
titles get higher  
views on  
average** (TOP 10,  
5 Things to do,  
20 most)





# stick to the branding and visual identity

a unified system of visual elements that translates our organisations' brand into a distinct style. It creates unity and recognition, and that's why it is important for our digital communications strategy- it helps our organisation to stand out

- logo + colour palette
- specifying the tone of the text - this doesn't mean that every single post has to sound exactly the same, but it is good to create consistency in this sense as well
- using our branded hashtag - #ForYouthRights
- using templates
- posting regularly and engaging with like-minded people and young activists to build community
- create ambassadors



# Representing Europe's youth

We are the voice of young people in Europe, standing up for their rights and striving for societies where young people are empowered and are encouraged to achieve their fullest potential as global citizens.



## Our latest actions





youth\_forum

Edit Profile

Ad tools



613 posts

15.8K followers

767 following

European Youth Forum

Non-governmental organisation (NGO)

✦ we are the voice of young people in Europe

[linktr.ee/europeanyouthforum](https://linktr.ee/europeanyouthforum)



#LevelUp23



internships



COP27



#LevelUp22



climate



film night



#BeSeenBe...

POSTS

REELS

SAVED

TAGGED



# Step up your social media game



use covers, profile picture frames, templates, ...



# #BanUnpaidInternships

## Can you afford to work for free?



**EURACTIV** The Capitals The Brief Ukraine Intelligence

Agrifood Economy Energy & Environment Global Europe Health Politics Technology Transport

Digital policy ranks low on Swedish EU presidency's priority list powered by EURACTIV Czechia

Home / Videos / Politics / Youth & Politics / Ban unpaid internships: NGOs, unions, and activists rally in Brussels

### Ban unpaid internships: NGOs, unions, and activists rally in Brussels

By Mirko Paradiso and Sofia Stuart Leeson | EURACTIV.com | video by Zoran Popovici 📅 14 Nov 2022 (updated: 📅 15 Nov 2022)

**BAN UNPAID INTERNSHIPS**

can you afford to work for free?

#BanUnpaidInternships

Watch on YouTube





Thank you!





## NFN, NEPAL

### Bhawana Bhatta

Bhawana est avocate spécialisée dans les droits de l'homme et activiste sociale. Elle possède deux décennies d'expérience professionnelle et de leadership dans le domaine des droits de l'homme, de la démocratie et de la consolidation de la paix avec les jeunes, les femmes et les organisations de la société civile au Népal. Je suis actuellement présidente du Women Service Institute, une organisation non gouvernementale dirigée par des femmes au Népal, et vice-présidente de la Fédération des ONG du Népal, qui est un organe faîtier regroupant 6 500 ONG dans tout le pays.

Bhawana is a Human Rights Lawyer and Social Activist having two decades of professional and leadership experience working on Human Rights, Democracy and Peacebuilding with youth; women and civil society organizations in Nepal. Currently, I am working as chairperson of Women Service Institute a non-governmental women led organization in Nepal; a vice chairperson of NGO Federation of Nepal which is an apex body of 6500 NGOs across the country.

Bhawana es abogada de derechos humanos y activista social, y cuenta con dos décadas de experiencia profesional y de liderazgo trabajando en derechos humanos, democracia y consolidación de la paz con jóvenes, mujeres y organizaciones de la sociedad civil en Nepal. En la actualidad, presido el Women Service Institute, una organización no gubernamental dirigida por mujeres en Nepal, y soy vicepresidenta de la Federación de ONG de Nepal, un organismo que agrupa a 6.500 ONG de todo el país.



## INSPIRACIÓN, ANC, PERU

INSPIRACIÓN est un collectif d'action sociale qui cherche à promouvoir la solidarité, la conscience civique et à construire la citoyenneté à travers l'art et la culture.

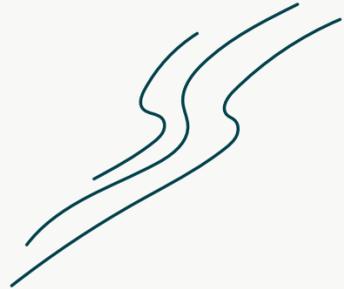
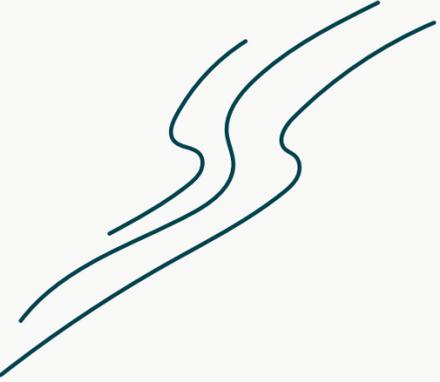
### Anddy Landacay

INSPIRACIÓN is a social action collective that seeks to promote solidarity, civic awareness and build citizenship through art and culture.

INSPIRACIÓN es un colectivo de acción social y que busca promover la solidaridad, la conciencia cívica y construir ciudadanía mediante el arte y la cultura.









**Collective Discussion**

**Debate colectivo**

**Discussion collective**





## COORDINATION SUD

### Anaïs Tamani

Anaïs es Responsable de Apoyo y Fortalecimiento en Coordinación SUD. Actualmente apoya a las asociaciones francesas de solidaridad internacional en el desarrollo de sus capacidades estructurales a través del Fondo de Fortalecimiento Institucional y Organizativo (FRIO) de Coordinación SUD.

Anaïs is a Support & Reinforcement Officer at Coordination SUD. She currently supports French international solidarity associations in their structural capacity building through Coordination SUD's Institutional and Organizational Strengthening Fund (FRIO).

Anaïs est Chargée de mission Appui & Renforcement au sein de Coordination SUD. Elle accompagne aujourd'hui les associations françaises de solidarité internationale dans leur renforcement de capacités structurelles à travers le Fonds de renforcement institutionnel et organisationnel (FRIO) de Coordination SUD.



**COORDINATION SUD**

[www.coordinationsud.org](http://www.coordinationsud.org)

# CSUD

Intégrer le genre dans son organisation : pourquoi et comment ?

Anaïs Tamani

20 mars 2023  
#CSUDFRIO



COORDINATION SUD

# 1. Le FRIO

## 2. Capitalisation genre

**ComsForUs – Forus – 20 mars 2024**

[www.coordinationsud.org](http://www.coordinationsud.org)  
© Jason Goodman on Unsplash

▶ [frio@coordinationsud.org](mailto:frio@coordinationsud.org)

▶ [#CSUDFRIO](https://twitter.com/CSUDFRIO)

## Fonds de renforcement institutionnel et organisationnel

### Identité

- Création en 2007
- Soutenu par l'Agence Française de Développement
- Accompagne les OSC françaises dans la construction d'un projet de renforcement
- Co-finance une consultance externe
- Thématiques d'intervention : projet associatif, gouvernance, stratégie de partenariats, genre, modèle économique, etc.).
- Production de connaissances et échanges entre pairs

### Chiffres clés

- 148 associations soutenues
- 246 projets de renforcement de capacités



## Intégrer l'approche genre : pourquoi et comment

### Données clés

- Frio Genre « 2016-2018 » avec le F3E
- 7 organisations soutenues par le FRIO genre
- Capitalisation menée entre 2021 et 2022
- Témoignage de 11 organisations

### Structure du document

- Fiche pédagogique : prendre le chemin de l'intégration du genre
- Etape 1 : identifier le besoin, générer « le déclic »
- Etape 2 : poser un diagnostic
- Etape 3 : Définir une stratégie
- Etape 4 : Accompagner et pérenniser le changement





**COORDINATION SUD**

[www.coordinationsud.org](http://www.coordinationsud.org)

# Merci !

## A bientôt

En savoir plus et nous suivre :

[www.coordinationsud.org](http://www.coordinationsud.org)

[www.linkedin.com/company/coordinationsud](http://www.linkedin.com/company/coordinationsud)



<https://twitter.com/coordinationsud>



## AKINA MAMA WA AFRIKA

### Eunice Musiime

Eunice Rhodah Musiime es coach de liderazgo, profesional del desarrollo, abogada feminista y escritora en ciernes. También es la Directora Ejecutiva de Akina Mama wa Afrika (AMwA), (2015-hasta la fecha). Desde una perspectiva feminista y de derechos humanos, Eunice es experta en asesoramiento estratégico, programación feminista, investigación feminista, análisis de políticas, creación de movimientos sociales, coaching y tutoría de líderes, con una experiencia acumulada de más de 20 años.

Eunice Rhodah Musiime is a leadership coach, development practitioner, feminist lawyer, and budding author. She is also the Executive Director of Akina Mama wa Afrika (AMwA), (2015-To date). Drawing from a feminist and human rights standpoint, Eunice is adept at Strategic Advisory, Feminist Programming, Feminist Research, Policy Analysis, Social Movement Building, Coaching and Mentorship of leaders with compounded experience of over 20 years.

Eunice Rhodah Musiime est coach en leadership, praticienne du développement, avocate féministe et auteure en herbe. Elle est également directrice exécutive d'Akina Mama wa Afrika (AMwA), (2015 à ce jour). D'un point de vue féministe et des droits humains, Eunice est experte en conseil stratégique, programmation féministe, recherche féministe, analyse politique, création de mouvements sociaux, coaching et mentorat de dirigeants, avec une expérience cumulée de plus de 20 ans.



## WOMEN ENGAGE FOR A COMMON FUTURE

Rose Heffernan est consultante auprès de l'organisation de réseau écoféministe Women Engage for a Common Future, où elle a mené des recherches sur la manière de mettre en œuvre un Green Deal européen féministe, ainsi que sur la mobilisation des jeunes dans la région de la CEE-ONU tout en s'engageant dans différents processus de l'ONU tels que la Commission de la condition de la femme, le Forum politique de haut niveau et les consultations de l'ONU Femmes.

### Rose Heffernan

Rose Heffernan is a consultant at ecofeminist network organisation Women Engage for a Common Future where she has been engaged in research on how to implement a feminist European Green Deal, as well as mobilising youth across the UNECE region while engaging in different UN processes such as the Commission on the Status of Women, the High-Level Political Forum, and UN Women consultations.

Rose Heffernan es consultora en la organización de la red ecofeminista Women Engage for a Common Future, donde se ha dedicado a investigar cómo poner en marcha un Pacto Verde Europeo feminista, así como a movilizar a los jóvenes de toda la región de la CEPE participando en diferentes procesos de la ONU, como la Comisión de la Condición Jurídica y Social de la Mujer, el Foro Político de Alto Nivel y las consultas de ONU Mujeres.



## Climate Justice Toolkit for Youth - Edition 2022

 WECF / Nov 15, 2022





**Collective Discussion**

**Debate colectivo**

**Discussion collective**





**Micro-survey**  
**Microencuesta**  
**Micro-sondage**



Please take **20 seconds** to tell us **how satisfied you are** with today's meeting!

**Scan** the **QR code** with your mobile phone or click on the **link in the chat box**.

Merci de prendre **20 secondes** pour nous indiquer **votre degré de satisfaction** à l'égard de cette réunion ! **Scannez** le **code QR** avec la camera de votre téléphone portable ou Cliquez sur **le lien dans la chat box**.

Por favor, tome **20 segundos** para indicarnos su **nivel de satisfacción** sobre la reunión. **Escanee** el **Código QR** con la cámara de su teléfono móvil o haga clic en el enlace en la caja de diálogo.

Por favor, demore **20 segundos** para nos dizer **como está satisfeito** com a reunião de hoje! **Digitalize o código QR** com o seu telemóvel ou clique no link na caixa de chat.



**Obrigado!**  
**MERCI!**  
**THANK YOU!**  
**¡GRACIAS!**



## What's next?

- Communications survey
- Next ComsForUs workshop in May
- You can add your thematic interests and initiatives in our collective file
- You can participate to our podcast A Space For Us promotion and creation
- You will receive an email with the discussion from today and next workshops



## ¿Qué sigue?

- Encuesta sobre comunicaciones
- Próximo taller ComsForUs en mayo
- Puedes añadir tus intereses e iniciativas temáticas en nuestro archivo colectivo
- Puedes participar en la promoción y creación de nuestro podcast A Space For Us
- Recibirás un correo electrónico con el debate de hoy y los próximos talleres



## Étapes suivantes

- Enquête sur la communication
- Prochain atelier ComsForUs en mai
- Vous pouvez ajouter vos intérêts thématiques et vos initiatives dans notre dossier collectif
- Vous pouvez participer à la promotion et à la création de notre podcast Un espace pour nous.
- Vous recevrez un email avec les discussions d'aujourd'hui et des prochains ateliers.



# Thank you !



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