

Dec 2021

# **#WomenCanUg**

## Social Media Campaign

A 16-day Campaign themed: "Fighting Gender-based violence caused by land issues."

thinkIT Limited

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## **Introduction and background**

In eastern Uganda, where the land is governed by a customary land tenure system, up to 80 per cent of unmarried or divorced women who reported land conflicts had experienced violence when claiming their land rights. This problem is not unique to Uganda. Across the globe, research indicates that unequal land tenure “affects women’s ability to access, use, control, and benefit from land,” thereby limiting women’s economic empowerment and financial security. In many cases, women may be unaware of their rights to land, lack the documentation necessary to exercise those rights, or live in societies where social norms inhibit women’s access to land.

Overhauling outdated and discriminatory legislation is essential to ending violence against women and girls, and the women’s movement in Uganda has this year, after decades of lobbying and advocacy managed to successfully usher the passage of amendments to two outdated laws through Parliament. One of these original laws had gaps – in Uganda, “ownership of property was passed down through inheritance as a gift to male children and relatives,” The new law now addresses these gaps by making sure both “Boys and girls ” have equal rights to own land.

This year as we join the rest of the world in the 16-day gender campaign, we can add to the above-mentioned efforts by raising awareness around gender-based violence especially that emanating from land issues and conflicts. We proposed a community-based approach of partnerships with the prominent change-makers including youth and other marginalized people, to drive a 16-day digital challenge aimed at raising awareness by adding their voices to the causes and calling upon their following to be engaged through personalized social media cards and sharing of the information on the hashtag. We believe with the buzz built into this digital awareness we can call for action that is accountable to all the different stakeholders involved.

### **Objectives**

1. Create awareness on women and girl child rights to land ownership through digital streams.
2. Advocate and find solutions to Gender-based violence caused by land conflicts
3. through digital channel engagement with the different stakeholders.

### **Proposed Activities**

1. Using digital platforms to create customized content that raises awareness on gender-based violence targeting land governance in Uganda for 16 days.
2. Target at least 10 influential people to shoot 30 seconds videos on “Why communities should involve women in land issues and ownerships”. These

videos will be shared across all social media channels.

3. Use social booth cards to share messages or views on gender-based violence on land issues. People will take pictures with these customized cards with specific messages calling for the involvement of women in land-related issues.
4. Create a hashtag to be used along with the global campaign hashtags, brand the content as NES and share widely through social media channels for NES & other partners.

### **Social Media Strategy**

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2. Target at least 10 influential people to shoot 30 seconds videos on "Why communities should involve women in land issues and ownerships". These videos will be shared across all social media channels.
3. Use social booth cards to share messages or views on gender-based violence on land issues. People will take pictures with these customized cards with specific messages calling for the involvement of women in land-related issues.
4. Create a hashtag to be used along with the global campaign hashtags, brand the content as NES and share widely through social media channels for NES & other partners

### **Desired outcomes**

1. Reach at least 1000 people on social media with the designed challenge Content
2. Drive conversation on issues related to women land ownership and where conflicts arise so that community-based solutions can be explored.  
Create women change agents that can advocate for women's involvement in land issues and ownership.

### **Social Media Channels Used**

1. Twitter
2. Facebook
3. Instagram

### **Rationale**

The above platforms were chosen based on the fact that we needed an open and engaging conversation/discussion on the topic in the play "Fighting Gender-based violence caused by land issues". Since these are open platforms, stakeholders, the public and all other parties can comment, react, post and express their opinions and ideas about the subject matter.

## Key Metrics

To measure the success of the campaign, different metrics were tracked over time using social media monitoring tools. These included;

The number of posts - Measures the amount of content put out to the audience.

Potential reach - measures the number of people who could, realistically, see a post during a reporting period.

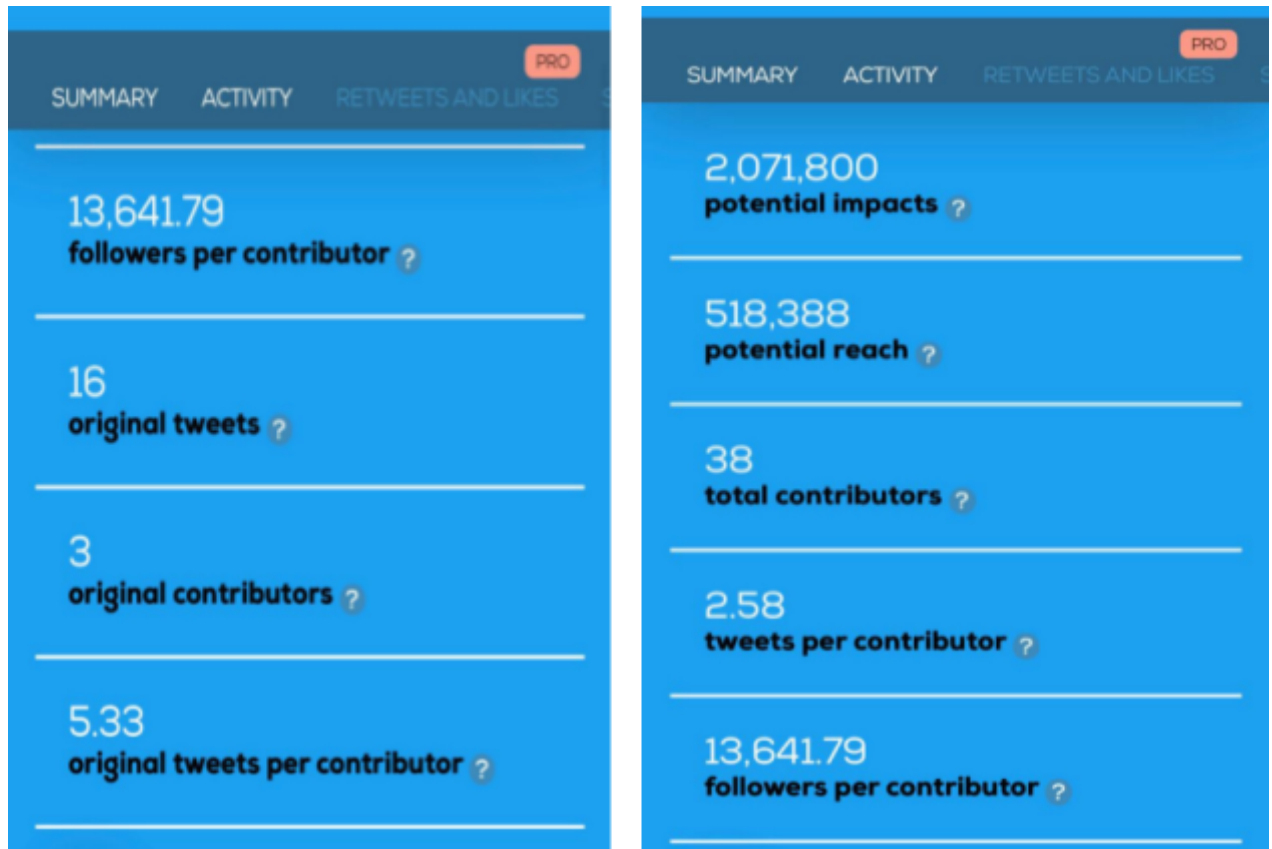
Impact - Measuring the size of the audience participating in the conversation.

**Table 1:** Below summarizes all the metrics for the campaign.

| <b>Platform</b>      | <b>No of Posts</b> | <b>Reach</b>   | <b>Impact</b>    |
|----------------------|--------------------|----------------|------------------|
| Twitter              | 100                | 518,388        | 2,071,800        |
| Facebook & Instagram | 32                 | 1,668          | 4220             |
| <b>Total</b>         | <b>132</b>         | <b>520,056</b> | <b>2,076,020</b> |

## Twitter

**Figure 1:** A breakdown of the metrics captured on the Twitter platform.



## Facebook






**Figure 2:** One of the Facebook posts targeting policymakers.



## Media Influencers

**Figure 3:** Social media influencers posing for a photo behind the campaign booth. This content was later used on the media platforms to drive conversations.



| HIGHEST IMPACT ?  |  | Impacts          |
|---|--|------------------|
|  | <b>@MwizaSophy</b><br>Mwiza Sophy 🇰🇪...    | <b>1,157,751</b> |
|  | <b>@AbwooliFruity</b><br>Miranda Fruity 🇰🇪 | <b>194,370</b>   |
|  | <b>@PeshAhumuza</b><br>#WearThatMini       | <b>138,120</b>   |
|  | <b>@Rachealkyy</b><br>Racheal              | <b>85,437</b>    |
|  | <b>@SharonkBirungi</b><br>Kemi 🇰🇪          | <b>83,628</b>    |

**Figure 4:** A snapshot of the impact per social media influencer.

### Learnings and recommendations

Initially, we had planned to have short videos but learned from influencers that using Twitter threads for the sensitivity and directness of the subject matter. We also recommend frequent social media engagement on all the organization accounts even after the campaign. This increases their awareness levels to the public.

### Meet the Team

Gitta Brian, CEO thinkIT Limited

Atwine Moris, Communication strategist Shafik Sekitto, Social Media Analyst

Businge Joshua, Graphics

Mukamwiza Sophie, Social media Influencer

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