

# 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

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## CAMPAIGN TOOLKIT 2020



# DO SOMETHING:

## #16DAYS16WAYS

Our **WATCH** | **Doing nothing**  
does harm

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# About this campaign toolkit

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## What does it include?

Our Watch has created this toolkit to support stakeholders to **'do something'** in response to disrespect towards women online as part of the global movement, 16 Days of Activism against Gender-Based Violence (16 Days of Activism).

*It includes:*

- A brief summary of the 16 Days of Activism campaign
- An overview Our Watch's Do Something: 16 days, 16 ways theme
- Social media images and videos, suggested posts and key messages you can use to promote the campaign
- Guidance on community moderation, backlash and disclosures on social media.



# What is 16 Days of Activism?

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## 25 November to 10 December

16 Days of Activism against Gender-Based Violence is an international campaign for the prevention and elimination of violence against women and girls. It was launched by the Centre for Women's Global Leadership (CWGL) at its first Women's Global Leadership Institute in 1991, used worldwide to call for the elimination of gender-based violence and the advancement of women's rights.

The campaign is held annually from 25 November (International Day for the Elimination of Violence against Women) to 10 December (Human Rights Day).

It is supported by various global, national and local organisations including the UN Women as part of its **UNiTE to End Violence against Women campaign**.





# What is Our Watch doing for 16 Days?

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## Do Something: 16 days, 16 ways

In 2020, Our Watch will support 16 Days of Activism against Gender-Based Violence (16 Days of Activism) by empowering people to 'do something' to stop sexism and disrespect towards women that happens online. Because violence starts with disrespect.

**Do Something: 16 Days, 16 Ways** will equip people with ways of how to do something when they see disrespect towards women online.

This activity builds on Our Watch's bystander campaign, **Doing Nothing Does Harm.**



## What is Doing Nothing Does Harm?

The Doing Nothing Does Harm campaign encourages people to **do something** about disrespect towards women.

One of the key messages of the campaign is that there are a range of ways you can **do something**: you can **show** it's not OK, **support** women, and **speak up**.

Find campaign videos, different ways to do something, resources and information on the campaign website: [doingnothingdoesharm.org.au](http://doingnothingdoesharm.org.au)

Additional social media assets, posters and postcards that can be used all year round can be found on this page: [doingnothingdoesharm.org.au/support](http://doingnothingdoesharm.org.au/support)



## Our Watch 16 Days of Activism media release



### Do something: 16 days of Activism Against Gender-Based Violence

25 November 2020

Our Watch, a national leader in the prevention of violence against women, is urging Australians to 'do something' when they see disrespect towards women online, as part of a social media campaign for 16 Days of Activism Against Gender-Based Violence.

**'Do Something: 16 Days, 16 ways'** builds on Our Watch's Doing Nothing Does Harm campaign to provide tools to help people 'do something' when they see disrespectful behaviour towards women.

Our Watch CEO Patty Kinnersly said the campaign, which begins on Wednesday 25 November, the International Day for the Elimination of Violence against Women, comes at the end of the year after COVID-19 had exacerbated existing inequalities and contributed to a spike in violence against women.

"With more people connecting through messaging, social media and text, **16 Days, 16 ways** gives people social permission and a suite of actions to support them to challenge everyday sexism online – whether that's in response to an online article or social media post," Ms Kinnersly said.

Our Watch research found that while almost half of the Australian population (47 per cent) recognised behaviours that shows a lack of respect towards women, only 14 per cent felt empowered to speak up and act.

"It doesn't matter how big or small the action you take - you could simply respond to a misogynist comment with a thumbs down emoji or send a private message to show your support to the female victim. The important thing is that you 'do something'," Ms Kinnersly said.

eSafety Commissioner, Julie Inman Grant said, "With more and more Australians turning to the internet to work, learn, be entertained and to connect, it is fast becoming an essential utility. But with increased exposure online comes increased risk and eSafety has seen a significant increase in the harassment, intimidation and abuse directed towards women.

**Continues on the next page...**

# Our Watch 16 Days of Activism media release



## Do something: 16 days of Activism Against Gender-Based Violence

25 November 2020

“Unfortunately, women are often the target of sexist vitriol online. We want to remind Australians who experience disrespect online, that the intent is to suppress her voice. Women should not allow their voices to be silenced and can turn to eSafety for resources and advice. We should all remember to #ReportandSupport which are tangible things we can all do when we see other women in online strife.”

Ms Kinnersly said addressing the drivers of violence against women was a community-wide responsibility.

“While it’s important for individuals to ‘do something’ to call out disrespect towards women online, at a party or at home, individuals cannot do this work alone,” she said.

“Governments need to apply a gendered lens to policies to ascertain the impacts on women as well as men, workplaces must promote women’s labour force participation and leadership, and educators and parents must challenge gender stereotypes for children and young people that affect their behaviour, ambitions and attitudes about relationships.

“Everyone can ‘do something’ to turn the tide on violence against women, and our campaign will give people the tools they need to play their part to stop violence against women before it starts.”

The campaign will run until Thursday 10 December, Human Rights Day.

### For more information:

- Visit [\*\*Doing Nothing Does Harm\*\*](#)
- **Twitter:** Follow the [\*\*@OurWatchAUS\*\*](#) #16Days16Ways #DoingNothingDoesHarm #DoSomething
- **Instagram:** Follow the [\*\*@ourwatch\*\*](#) #16Days16Ways #DoingNothingDoesHarm #DoSomething
- Report seriously disrespectful and abusive comments or posts to social media platforms or the [\*\*eSafety Commissioner\*\*](#)

**-Ends-**

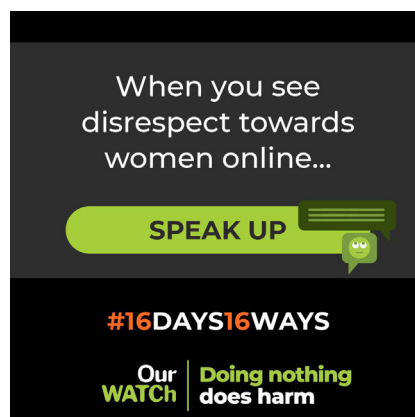
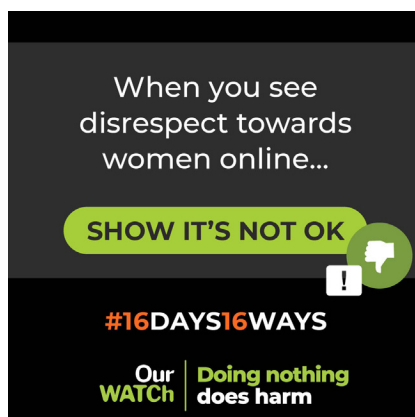


## Our Watch 16 Days of Activism social media campaign

Our Watch will promote **Do Something: 16 Days, 16 Ways** across our Instagram, Facebook, Twitter, and LinkedIn social channels, commencing on November 25th, International Day for the Elimination of Violence against Women (IDEVAW).

### The campaign will feature:

- 16 Instagram and Facebook story posts, each outlining a way to **#DoSomething** in response to sexism and disrespect online. Our Watch will post one story per day, for each of the 16 Days. These will then be included in an Instagram **#16Days16Ways** Featured Highlight.
- 3 in-feed Instagram and Facebook carousel posts featuring the 16 Ways grouped into the **Doing Nothing Does Harm 3 S's; Show, Support, Speak Up.**
- 5 **'Do Something'** videos. Each features an individual Our Watch ambassador (Khadija Gbla, Julia Zemiro, Tiffany Cherry, Tayla Harris) giving advice and examples of how to **#DoSomething**.
- **The assets have been optimised for Instagram and Facebook but will also be used across Twitter and LinkedIn.**



# What can you do?

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We encourage you to join us in sharing our **Do Something: 16 Days, 16 Ways** campaign across your own social media channels and with your staff, stakeholders and partners.

## Social Media

We suggest sharing 9 posts over the 16 days:

- An **intro post** sharing the **3 Ss** (Show, Support and Speak up)
- 3 **carousel posts** featuring the **16 Ways to do something online**
- 5 **'Do Something'** videos. Each features an individual Our Watch ambassador (Khadija Gbla, Julia Zemiro, Tiffany Cherry, Tayla Harris) giving advice and examples of how to **#DoSomething**.

Please use the hashtags **#16Days16Ways**, **#DoSomething**, and **#DoingNothingDoesHarm**, and tag **@ourwatch**.

A calendar with suggested dates and captions for each post is included on the next page. This is a guide that you are welcome to follow but please use the materials in this toolkit in a way that is best suited for your organisation. All of the materials can be posted any time during the 16 Days of Activism campaign.

**You can download all the materials you need on the Doing Nothing Does Harm website: [HERE](#).**

## Staff updates, newsletter and PR

Use the key messages on page 14 to write an update for your newsletter, staff communications or for the local media to let your organisation and local community know what you're doing this 16 Days of Activism.

Remember to always include the Help and Support services listed at the end of the key messages on page 15 when communicating about violence against women.

## Social media suggested posts

INSTAGRAM & FACEBOOK POSTS		
Date	Content	Suggested Caption
25.11.2020	Intro post sharing the 3 Ss	<p><b>#DoSomething</b> this <b>#16DaysofActivism</b> to stop sexism and disrespect towards women online with <b>@ourwatch's #16Days16WAYS</b></p> <p>Online and in life, <b>#DoingNothingDoesHarm</b></p>
25.11.2020	<b>Show it's not ok</b> carousel	<p>Show it's not OK online by disliking a post or leaving the chat. A subtle sign can make a big difference this <b>#16DaysofActivism</b>.</p> <p><b>Swipe to Show it's not ok with #16Days16Ways</b></p>
27.11.2020	Hester and Ben Brown ' <b>Do Something</b> ' video 	<p><b>Just don't laugh at the joke.</b></p> <p><b>@ourwatch</b> ambassadors Hester and Ben Brown know that's all it takes to show disrespect towards women is not ok.</p> <p><b>How will you #DoSomething? Because #DoingNothingDoesHarm #16Days16Ways</b></p>
29.11.2020	Tiffany Cherry ' <b>Do Something</b> ' video 	<p>Why is it so important to <b>#DoSomething</b> in response to disrespect towards women?</p> <p><b>@ourwatch</b> ambassador Tiffany Cherry knows it's because <b>#DoingNothingDoesHarm #16Days16Ways</b></p>
1.12.2020	<b>Support</b> women carousel	<p><b>Support women</b> experiencing disrespect, support other people who <b>#DoSomething</b> this <b>#16DaysofActivism #16Days16Ways</b></p>

## Social media suggested posts continued

INSTAGRAM & FACEBOOK POSTS		
Date	Content	Suggested Caption
2.12.2020	<p>Tayla Harris <b>'Do Something'</b> video</p> 	<p><b>@ourwatch</b> ambassador Tayla Harris knows how to <b>#DoSomething</b> when experiencing sexism online.</p> <p>Now she's encouraging everyone to <b>#DoSomething</b> and <b>Support women</b> by standing up to disrespect.</p> <p><b>#DoingNothingDoesHarm</b> <b>#16Days16Ways</b></p>
4.12.2020	<p>Khadija Gbla <b>'Do Something'</b> video</p> 	<p>What happens when you <b>#DoSomething</b> to respond to disrespect towards women?</p> <p>When <b>@ourwatch</b> ambassador Khadija Gbla speaks up, she's supported.</p> <p>How will you use <b>#16Days16Ways</b> to <b>Support women</b>?</p> <p><b>#DoingNothingDoes Harm</b></p>
6.12.2020	<p><b>Speak up</b> carousel</p>	<p>Respond, reply, question, message, say enough is enough.</p> <p>Speak up to <b>#DoSomething</b> when you see disrespect towards women online, because <b>#DoingNothingDoesHarm</b>.</p> <p><b>Swipe to Speak up with #16Days16Ways</b></p>
8.12.2020	<p>Julia Zemiro <b>'Do Something'</b> video</p> 	<p><b>"Not on my stage."</b></p> <p>When <b>@ourwatch</b> ambassador Julia Zemiro saw disrespect towards women, she chose to <b>#DoSomething</b>. She chose to <b>Speak up</b>.</p> <p><b>How will you use #16Days16Ways to Speak up? Because #DoingNothingDoesHarm</b></p>

## Key messages you can use to support the campaign

This 16 Days of Activism, we're supporting Our Watch's **Do Something: 16 Days, 16 Ways** campaign to encourage people to 'do something' when they see sexism and disrespect to help prevent violence against women.

**Do Something: 16 Days, 16 Ways** supports people to challenge everyday sexism online, whether that's on social media, in a virtual meeting, or on a messaging app.

**Disrespect towards women** is a widespread problem in Australia and is one of the underlying factors that leads to higher levels of violence against women.

By '**doing something**', you show women that you support them, stand up for what is right and help the disrespectful person change their ways.

Because **#DoingNothingDoesHarm** - any action big or small can make the world of difference.

Our Watch encourages everyone to '**do something**' to stop disrespect towards women. To find out more visit **Doing Nothing Does Harm** 3 S's (**Show, Support, Speak up**) go to [doingnothingdoesharm.org.au](https://doingnothingdoesharm.org.au)



# Community engagement, disclosures & backlash

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Talking about and calling out disrespect towards women is vital to preventing it. But it can often receive criticism – particularly on social media. It can also receive disclosures.

## What does backlash look like?

- Saying disrespect towards women doesn't exist, doesn't matter, or isn't as important as other issues.
- Attacking your comments for being **'too politically correct'** or **'not being able to take a joke'**.
- Labelling your comments sexist because they 'attack' men or don't also focus on violence against men.

## Responding to backlash

You can respond to backlash by using Our Watch resources and other methods:

- Animated **Change the Story video** exploring the drivers of violence against women.
- Statistics on violence against women, including at work, online and in public.
- Harassing or abusive comments should be reported to social media platforms or the **eSafety Commission**.

It's important to know when to intervene and moderate destructive comments and when to let it go. Having clear moderation guidelines will help you manage this. Please reach out if you would like support with this.

**REMEMBER, backlash means that attitudes and behaviours are being challenged – and that's a good thing!**

## What are disclosures?

**Disclosures** are when people share their own experiences of violence, harassment or disrespect.

## Responding to disclosures

If you receive a disclosure, it's important to acknowledge it and provide the user (and others reading) with information about services available with the right support.

The services you suggest as part of your response should depend on:

- whether or not the user is making a threat or is a perpetrator,
- whether the user has experienced or is at risk of experiencing violence, or someone concerned for the safety and well-being of another person, and
- services available for the particular circumstances (read on for Help and support services).



# Help and support services

CATEGORY	REFERRAL	ACTION	CONTACT
<b>Immediate threat to safety</b>	Police	Encourage to report incident or seek help	000
<b>Disclosure: experience of violence personally or concerned for another person</b>	1800RESPECT	Encourage to talk to a councillor for advice	1800 737 732 <b><u>1800respect.org.au/</u></b>
<b>Disclosure: self-harm</b>	LIFELINE	Encourage talking to a counsellor	13 11 14 <b><u>lifeline.org.au/</u></b>
<b>Disclosure: perpetration of violence</b>	MensLine or Men's Referral service	Encourage talking to a counsellor	1300 78 99 78 <b><u>mensline.org.au/</u></b>  1300 766 491 <b><u>ntv.org.au/</u></b>
<b>Cyber-bullying, image-based abuse or illegal and harmful content</b>	eSafety office	Encourage to report to the eSafety Office	<b><u>esafety.gov.au/report</u></b>

# Contact details

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[ourwatch.org.au](http://ourwatch.org.au)

**Thank you for your support!**

Thanks for supporting this campaign and helping to do something about disrespect towards women.

**#16**DAYS**16**WAYS

Our  
**WATCH**

**Doing nothing  
does harm**