

#16 DAYS OF ACTIVISM SOCIAL MEDIA REPORT

INTRODUCTION

The 16 Days of Activism against Gender-Based Violence is an international campaign which takes place each year and runs from 25 November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day. Moremi Initiative for Women's Leadership in Africa has used this campaign to call for the prevention and elimination of violence against women and girls.

The 2017 global campaign theme was: ***“Leave No One Behind: End Violence against Women and Girls”***.

OUR GOALS

1. **Advocate for inclusive programs and policies** that address the barriers faced by the most underserved and disadvantaged groups of women and girls in Ghana.
2. **Call for the sustainable and robust financing** for efforts to prevent and eliminate violence against women and girls on all levels in Ghana, Africa and the diaspora.

ADVOCACY OBJECTIVES

1. Focus government attention first on the most underserved and disadvantaged groups of women and girls in efforts to prevent and end violence against women and girls;
2. **Call for concrete action on inclusive policies and programming** that address marginalization, discrimination and chronic deprivation in the context of SDG target 5.2. on violence against women;
3. **Call for adequate financial commitments** to prevent and end violence against women and girls in Ghana.

KEY ACTIVITIES

In line with the 2017 global umbrella theme **“Leave No One Behind: End Violence against**

Women and Girls”, throughout the 16 day-long periods reaching from 25 November to 10 December, a series of **Orange Spotlight Days**, focused on the far-reaching consequences of violence against women and girls within some of the most marginalized and underserved groups.

Key dates	Orange Spotlight Days	Activities realized	Level of Completion & Comments
22 November	The Official UN Commemoration of the International Day for the Elimination of Violence against Women	Clarification of the content + Contact with AWDF for a joint communication strategy during the campaign	71% Reach on social media: 2612 people who viewed our posts.
25 November	International Day for the Elimination of Violence against Women	A poster and Two post have been shared	76 % Reach and engagement on Social Media, mainly Facebook and Twitter: 3117 people viewed our post
27 November	Spotlight on Violence against Indigenous Women and Girls	Few posts around this specific topic	68% 2216 level of engagement.
29 November	Spotlight on Women Human Rights Defenders International Women Human Rights Defenders Day	Many posts with diverse content have been shared	82% 3911 people have been engaged in our online conversation. Instagram and Facebook were more solicited.
3 December	Spotlight on Violence against Women with Disabilities	Join Coms strategy with MILEAD Fellows who sent their contribution to diversify the type of content	Very Good level of engagement: 86 % 5221 People went on the Facebook page and shared our content;

	International Day Persons with Disabilities		
7 December	Spotlight on Violence against Women in Rural Communities	Didn't shared content on this specific topic but content in line with the general campaign's topic.	77% 5856: average of people reached that day.
10 December	International Human Rights Day	Shared the AWDF flyer and made regular post to celebrate IHRDay	87% 6612 people reached and level of engagement has increased