

# LOCALISING THE WOMEN PEACE AND SECURITY AGENDA:

A TOOLKIT FOR LEVERAGING UNSCR  
1325's 15TH ANNIVERSARY



**PeaceWomen**

Women's International League for Peace and Freedom

## **LOCALISING THE WOMEN PEACE AND SECURITY AGENDA: A TOOLKIT FOR LEVERAGING UNSCR 1325's 15<sup>th</sup> ANNIVERSARY**

### **BACKGROUND**

### **CHALLENGE**

Our world is facing unprecedented conflicts and cultures of violence. Women are excluded from decision-making. Gender inequalities are ignored, neglected, or forgotten in policymaking and solutions to peacemaking. Implementation lags beyond words and rhetoric. Too much is spent on arms and military security and too little on gender equality. Sexual and gender-based violence is endemic and rape in war is perpetrated with impunity

### **OPPORTUNITY**

The Women, Peace and Security Agenda presents an imperative opportunity that allows for the leveraging of equitable and sustainable peace. In October 2000, United Nation Security Council (UNSCR) 1325 was drafted and adopted by the UN Security Council. It has been followed by six other resolutions (UNSCR 1820, 1888, 1889, 1960, 2106, and 2122), which make up the Women, Peace and Security Agenda. This Agenda has transformative potential – the potential to escape cycles of conflict, to create inclusive and more democratic peacemaking and to turn from gender inequality to gender justice.

### **2015: A Critical Year**

2015 is a year of anniversaries. It is the 20<sup>th</sup> anniversary of the (1995) Beijing Declaration and Platform for Action, the 15<sup>th</sup> anniversary of the Millennium Development Goals, the 70<sup>th</sup> anniversary of the United Nations, and the 100<sup>th</sup> anniversary of our own Women's International League for Peace and Freedom (WILPF). In October, it is also the 15<sup>th</sup> anniversary of UNSCR 1325 and the Women, Peace and Security agenda.

In October, women activists, advocates, and women human rights defenders will join UN Member States and agencies and reaffirm their commitment to the principles and transformative potential of the Women, Peace and Security agenda. During this time, the Security Council will convene a High-Level Review to assess progress at the global, regional, and national levels in implementing UN Security Council Resolution (UNSCR) 1325 (2000) and the Women, Peace and Security agenda. This will provide a forum for renewing commitments and addressing obstacles and constraints that have emerged in implementation. There will be a variety of member state and civil society events including the annual Security Council Open Debate on Women, Peace and Security and launch of the Global Study and Global Acceleration Instrument. Member states are expected to make commitments at the debate

## ADVOCACY TOOLKIT PURPOSE

The purpose of this toolkit is to provide information, guidance and tools for WILPF sections and partners to strengthen their local action in leveraging this anniversary year for concrete change. It provides a variety of resources that can be used to strengthen strategic advocacy, outreach, and action with governments, public institutions, policy makers, and media to promote WILPF's message at the local, national, regional and international level.

## WILPF GOALS:

### LEVERAGING UNSCR 1325 AND MOBILISING WOMEN'S POWER TO STOP WAR

The Women's International League for Peace and Freedom (WILPF) is a pioneering women's peace group that has been advocating for peace and security for all by challenging the root causes of war for almost a century.

WILPF's position is based on our integrated approach to human security and the understanding that to achieve sustainable peace, we must challenge the root causes of violence and war, dismantle the structures of gendered power (patriarchy, economic, political and militarism), demilitarize, and build inclusive societies based on gender equality and participation.

WILPF is already actively involved in the UNSCR 1325 High Level Review. We have hosted consultations and a public submission process to ensure that peacemakers' voices from around the world are reflected in the Global Study. PeaceWomen, WILPF's Women, Peace and Security programme has been leading work and engagement at the UN. Madeleine Rees, WILPF Secretary-General, also has been directly involved as a member of the High Level Advisory Group for the Global Study on Women, Peace and Security. WILPF sections and partners have also been taking local action to create change.

WILPF is demanding that the central focus surrounding this anniversary must be on local impacts and actions beyond the rhetoric in New York. We must all push our governments to move from commitments to accomplishments through feminist foreign policy and local action. This is why you play such an integral role.

## WILPF DEMANDS:

### WHAT DO WE WANT?

WILPF's main messaging around UNSCR 1325's 15<sup>th</sup> anniversary is to demand a feminist foreign policy for holistic and effective implementation of the WPS agenda at the local level.

Key elements of our messaging include:

1. **Feminist Foreign Policy:** demanding foreign policy aimed at prioritising women's participation, protection and rights rather than the war economy. People must be prioritised over profit and gender equitable peace over violence and war.
2. **Localising 1325:** promoting the voices of women human rights defenders and humanitarian/civil society is reaching the international stage (e.g. the Security Council; Donor States) on what UNSCR 1325 means to them and what needs to be done.
3. **Stigmatisation of Militarism/War:** shedding light on the political economy of militarisation and the destruction caused by living in a militarised state, whether in conflict or in peace. Further, bringing attention to the impact of militarism and patriarchal systems on men and boys as well as women and girls.
4. **Mobilising Commitments into Action:** engaging with stakeholders and putting pressure on donor countries and member states to make concrete pledges towards the Women, Peace and Security Agenda. Also, ensuring that the momentum behind the 15<sup>th</sup> anniversary of UNSCR 1325 is not lost after October.

## WILPF ACTION: HOW CAN WE MAKE CHANGE?

### WHO ARE THE KEY POWER-HOLDERS AND GATEKEEPERS OF PEACE?

Engrained expectations of militarism and gender inequality in our legal, social, and cultural norms and understandings facilitate on-going violence from the personal to the international. Changing these norms through legal, social, and other channels is critical to transforming from a world where we violence as normal to one where it is stigmatised and the standard is gender justice and peace.

Local, national, regional and global policymakers, media, and other social norm makers are key power-holders and gate-keepers of the formal and informal norms that support expectations about peace, security, violence, and conflict. Advocating with local and national policymakers to implement the Women Peace and Security agenda and raising awareness in the media and local communities about raising standards to meet WPS commitments are therefore key ways of generating change

## WHAT CAN YOU DO?

WILPF peace activists can take action to leverage this anniversary year for accomplishments in many ways.

1. **POLICY:** Lobby policymakers to implement commitments on the Women, Peace and Security agenda
2. **OUTREACH:** Engage in outreach through traditional and alternative media to raise awareness
3. **MOVEMENT:** Mobilise communities to build momentum and synergise efforts to stop war

## KEY OPPORTUNITIES

WILPF will host an international delegation at the high-level anniversary events in October in New York:

- **WHO:** WILPF's October delegation includes sections from Cameroon, Colombia, DRC, Nigeria, Lebanon, and Spain
- **WHAT:** WILPF's delegation will participate in high-level events around the annual Security Council debate on Women, Peace and Security and launch of the Global Study on the Implementation of 1325, advocacy and outreach.
- **WHEN:**
  - 12<sup>th</sup>-16<sup>th</sup> October 2015: Security Council WPS Debate and launch of the Global Study and Global Acceleration Instrument
  - 19<sup>th</sup> – 23<sup>rd</sup> October: WILPF workshop and other events including Voices from the Field: Prelude to the Peace Forum:
  - 28<sup>th</sup>-30<sup>th</sup> October: Peace Forum
  - Beyond October: continued action for implementation and real change!
- **WHERE:** WILPF WPS Delegation: UN Headquarters, New York; WILPF activists: worldwide!

WILPF will also engage in local advocacy and outreach in sections and partners around the world.

- **WHO:** All WILPF sections and partners should participate!
- **WHAT:** Lobby your policymakers, engage in outreach in your community, and mobilise to strengthen momentum for concrete change!
- **WHEN:** September and October 2015 is a key time to bring attention to UNSCR 1325's 15<sup>th</sup> anniversary and leverage this to demand action for change. Beyond September is equally important to moving from commitments to accomplishments. Take action now and keep the pressure on!
- **WHERE:** Everywhere!

Whether you are coming to New York as part of WILPF's delegation or not, we need you to take local action to bring attention to WILPF's messaging and demands. Only by raising our voices together can we make change.

Utilising the key messaging identified above you, as part of the WILPF Delegation, can do the following:

## TAKE ACTION! LOBBY YOUR POLICY MAKERS

1. Advocate for national action based on recommendations from the Global Study
2. Raise awareness of the issue of militarism and gender inequality; your work; and what needs to be done via the media.
3. Communicate from *local to global*: put pressure on Member States and UN agencies/systems to follow through on their commitments by pushing for concrete action on the ground.

### TARGET 1: FOREIGN POLICY & PROGRAMING

In the lead up and follow-up to the Security Council's 13 October 2015 Open Debate on WPS and High-Level Review on implementation of [Resolution 1325](#), WILPF sections can lobby their governments by utilising coordinated advocacy messaging.

This includes reaching out to Foreign Ministries, Social Welfare Ministries, Women's Rights Ministries, and other ministries to take leadership in key gaps with implementation of women, peace and security agenda, securing a meeting with your foreign ministry or leading agency on WPS, and demanding concrete national commitments from your government in October.

### Key Recommendations:

1. **Commit to and hold an annual parliamentary debate on Women, Peace and Security**
2. **Create, finance, and implement holistic National Action Plans on Women, Peace and Security, while ensuring meaningful and on-going engagement with women-led civil society in NAP development, implementation, and financing**
3. **Commit to reducing military budgets and redirecting finances to women's political and economic empowerment, and gender equitable sustainable development**

WILPF's messaging builds on our coalition work with the NGO Working Group on Women, Peace and Security, where we have developed a civil society Roadmap with recommendations for national and regional implementation of the WPS agenda (See Appendix A for the Roadmap).

All peace activists and women human rights defenders can draw from this road map based on their local priorities demands appropriate in their context and urge their own government leaders to make strong time-bound commitments that support and enhance implement Resolution 1325 and the Women, Peace and Security agenda.

#### SUGGESTIONS FOR DEVELOPING EFFECTIVE MESSAGES:

1. **Know your audience:** Find out what they know, their concerns, their values and priorities and what kind of language they use.
2. **Know your local political environment:** What are the big concerns, issues and fears in your context? How might they affect your messaging?
3. **Keep your messages simple and brief:** Make sure someone who does not know the subject can easily understand the information. Avoid jargon.
4. **Incorporate real life stories and quotes from your local context:** Humanise the problem or issue, and thus make it real to the policy maker. Quotes and real life personal stories can aid in this effort and localise the issue.
5. **Use precise, powerful language and active verbs:** For instance, “Women’s rights are human rights”
6. **Use facts and numbers accurately and creatively:** Choose facts wisely and effectively that support your position and intended goal. Saying “1 in 5 women...” rather than “over 50% of women...” conveys the same fact more clearly. Comparative data such as ‘x amount is spent on the military compared ‘x amount on educating girls.’
7. **Encourage action:** Consider what actions you want the relevant party to take and be prepared to offer concrete suggestions such as “sign our petition”, “engage with WILPF on x”.
8. **Present solutions:** Be prepared to propose a better policy that invests in women’s economic and political empowerment rather than institutions of war.

## HELPFUL REMINDERS FOR EFFECTIVE LOBBYING

- Develop good long-term relations with your target policy makers but don't confuse access with influence; be prepared to take public action where necessary and if appropriate.
- Search for opportunities of common ground and offer propositions, wherever possible.
- Seek opportunities and be consistent so as to establish self as a trusted and credible source of information.
- Always give credit where due when policy makers succeed.
- Be patient. Don't expect change after one meeting or action.

## TARGET 2: LOCAL AWARENESS RAISING

Take action! Raise your voice and share your story.  
 Mobilise your community for change!

WILPFers can use media to raise awareness of issues and messages, as well as share lobbying activities, outcomes and successes through local print, radio, TV and online media as well as social media. Below are some key steps for engaging with the media.

### TRADITIONAL MEDIA

- Compile a media list: identify all relevant media outlets that may influence your advocacy targets, and find out who you should talk to about your issues and ideally who has covered these issues in the past.
- Draft a press release or a letter to the Editor: Press releases are generally issued to mark a launch or event. Refer to Appendix B for WILPF 'How To Write Press Release.'
- Contact the media: Aim at least one week before an event, or at strategic advocacy moments to send a press release to all contacts on media list. Pitch story to journalists engaged on the issues or with whom you've established past contact. Refer to Appendix C for WILPF 'Guide on How to Pitch the Media.'
- Offer to provide a first-person interview for a more personalised story. Refer to Appendix D for WILPF 'Guide on How to be Interviewed.'
- Follow up with each contact by phone to confirm receipt of press release. Use the time to try and pitch your story/idea. Seek their advice to determine if the story is of interest or seek other suggestions. Remember to respect their deadlines and offer to call back and agree on a more appropriate time to discuss.



### GUIDANCE FOR PREPARING A PRESS RELEASE

- o Be clear and concise what about the message you want to convey: identify 3-4 clear and specific messages
- o Keep it short: ideally one page and definitively no longer than two pages
- o Use precise, clear language and active verbs
- o Avoid using technical language
- o Use quotes to make your arguments stronger
- o Include clear recommendations and calls for action
- o Start with the most important information at top and leave the background information for the end
- o Include links for further information, preferably to WILPF sources and publications.

### SOCIAL MEDIA

Share your work! Use social media avenues to promote your local stories globally through avenues such as Twitter, Instagram, Facebook, etc. WILPF guides on the use of social media (WAS APPENDIX E) which will be sent out separately. You should always share your media initiatives with WILPF and PeaceWomen who can in turn promote your work through its own social media (See Appendix E for October's Social Media Resource Packet)

### BLOGGING AND MULTI-MEDIA

WILPF and PeaceWomen want to tell personal stories of young women working to end war and to make a positive impact.

1325Means Series with NGOWG; Nobel Women's Initiative's Multimedia Feature Series). PeaceWomen is also open to candidates who may rather write a blog entry for WILPF submission and feature. Please contact Ghazal Rahmanpanah at [ghazal@peacewomen.org](mailto:ghazal@peacewomen.org) with suggested bloggers and candidates for interview by 5h of October 2015.

## **WILPF: PeaceWomen Sample Blog Template**

### **TELL US HOW WOMEN'S RIGHTS IN COUNTRY X IMPACTS YOU AND YOUR FAMILY**

1. What is your name?
2. What is your age?
3. Where are you from?
4. Have you or your family/community been affected by [insert specific country situation]? Tell us about your experiences.
5. Tell us about the impact the country situation has had on yours or your family's/community's lives?
6. Tell us about the goals you hope to achieve in the arena of women's rights? Do you feel your government and local institutions support those goals? If no, what changes, recommendations or suggestions do you have for your government?
7. What do you need most at this time?
8. What do you want those outside your country to know about the present situation?

## APPENDICES

### APPENDIX A: 2015 Civil Society Women, Peace and Security Roadmap

#### 2015 Civil Society Women, Peace and Security Roadmap<sup>1</sup>

In October 2015, women activists, advocates and women human rights defenders along with UN Member States and agencies will celebrate the 15<sup>th</sup> anniversary of the adoption of UN Security Council Resolution 1325 (2000) and the establishment of the Women, Peace and Security (WPS) agenda.<sup>2</sup>

Despite the rhetoric and repeated commitments, the WPS agenda is far from being comprehensively implemented in policy and practice by Member States and the UN system. Full implementation of the agenda means implementation across all “pillars:” conflict prevention, participation, protection and relief and recovery. Although there has been some progress in recognizing and addressing the disproportionate impact of conflict on women and girls, this is only one aspect of the WPS agenda. Women’s leadership and their full and equal participation in all efforts to establish international peace and security, and the promotion and respect of their human rights,<sup>3</sup> are imperative to prevent or resolve conflicts and build peace. Whether it be creating initiatives aimed at countering armed violence or the brokering of a peace accord, peace and security processes will not be effective if half the population is left on the sidelines.

Initiatives related to the 15<sup>th</sup> anniversary, including the High-Level Review,<sup>4</sup> must be more than ceremonial and about recommitments to the principles and transformative potential, and effective implementation, of the WPS agenda. Implementation and operationalization of WPS commitments must be prioritized, and key challenges that have hindered the full adoption of Security Council Resolution (SCR) 1325 (2000) and subsequent resolutions must be immediately addressed and overcome by UN Member States and entities. Commitments made in the lead up to and at the October anniversary must be followed by long-term implementation strategies. To

<sup>1</sup> Prepared by NGOWG on Women, Peace and Security: Amnesty International; Consortium on Gender, Security and Human Rights; Femmes Africa Solidarité; Global Justice Center; Refugees International; The Institute for Inclusive Security; Women’s Action for New Directions; Women’s International League for Peace and Freedom; Women’s Refugee Commission and in consultation with Global Network for Women Peace Builders

<sup>2</sup> Security Council Resolutions 1325 (2000), 1820 (2008), 1888 (2008), 1889 (2009), 1960 (2010), 2106 (2013), and 2122 (2013).

<sup>3</sup> The promotion and respect of women’s rights and equality also covers girls especially as it relates to equal access to health, education and development.

<sup>4</sup> The High-Level Review will be held in October 2015 as called by the Security Council in Security Council Resolution 2122 (2013) where it requests the Secretary-General to prepare a global study in advance of the high level review of resolution 1325 (2000) to be held by the Security Council in 2015.

achieve effective results on WPS, the international community must address and take action on the following critical areas:

1. **Women's Participation**
2. **National and Regional Implementation**
3. **Financing**
4. **Conflict Prevention**
5. **Accountability**
6. **UN System Leadership**

## 1. **WOMEN'S PARTICIPATION**

In multiple efforts to prevent, resolve and rebuild from conflict, women have been systematically excluded from meaningful participation. The exclusion of women and the lack of gender analysis lead to a failure to adequately address the full drivers of conflict, threatening the sustainability of agreements and forcing women to fight even harder for representation and justice.

All peace-making initiatives and processes, from the earliest assessments and planning through implementation and monitoring, must systematically include women, both within and as consultants to the process. The participation of women from civil society organizations working on WPS, women human rights defenders,<sup>5</sup> and women decision makers at national and local levels is absolutely crucial to ensuring that the contributions, rights and priorities of all local stakeholders are taken into account and that political processes result in just and sustainable peace.

Member States and the United Nations are called on to:

1. **Establish formal consultative forums with civil society** as per SCR 2122 (OP 6), in particular those from conflict-affected and remote areas, in the structure of any peace negotiations, with a requirement that all negotiating parties address the positions and outcomes produced by the forums.
2. **Support through financial, technical and political means** all efforts, including concrete incentives, to ensure women and gender experts are included in negotiating parties' delegations, as well as the consideration of the differentiated impact of the conflict on women, girls, men and boys, in peace and ceasefire negotiations and in any agreements that may result. Financial support along with technical assistance, including training in advocacy and negotiation for women participating in peace processes, must be a core component of any international support provided to advance negotiations. Failure to include women or to open channels of consultation with women's organizations should result in action by

<sup>5</sup> From here on referred to collectively as civil society.

the international community to make sure a gender perspective is integrated in negotiations. Further, the UN is explicit that amnesties must not be applied to crimes of sexual violence committed by senior officials as well as rank and file personnel, as such amnesties stand in the way of peace and justice.<sup>6</sup> This must be adhered to in all peace processes – both UN and non-UN.<sup>6</sup>

3. **Support and fund the attendance and meaningful participation of civil society organizations** at all international and regional peace and security meetings including donor conferences to ensure a gender lens in the prioritization, coordination, development and implementation of policies and programs; and
4. **Commit to raise the recruitment, retention and professionalization of women across all justice and security sector components** in order to improve and advance rule of law based institutions that are gender-sensitive and effective at an operational level. In conjunction with the commitments made by the UN Secretary General to raise the number of women in peacekeeping positions, Member States should create and implement a formal proposal to ensure women represent at least 20 percent of all justice and security sectors and further aim to increase the number of women in these sectors by at least 20 percent from current numbers over the next 10 years. A high-level point person within the Executive Branch of each Member State should be appointed and given requisite authority and funding to oversee the recruitment of women.

## 2. NATIONAL AND REGIONAL IMPLEMENTATION

Without full integration of WPS obligations within the governing structures, legal systems and policies of each individual Member State and regional body, the full implementation of SCR 1325 (2000) will not be realized. Local, national and regional implementation of gender strategies, particularly Local Action Plans (LAPs), National Action Plans (NAPs) and Regional Action Plans (RAPs) can pave the way for women's increased participation in a country or region's diplomatic, defense, law enforcement and justice sectors, as well as institutionalize women's leadership and participation in decision-making across all areas of society, including politics, health, education and employment.

Implementation at local, national and regional levels should increase coordination and mobilization of decision makers to ensure women's participation and a gender perspective are fully integrated into all pillars of institutional work as well as engage civil society in the development and review of these efforts.

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<sup>6</sup> As per SCRs 1820 (2008), 1888 (2009) and 1960 (2010).

Member States and Regional Bodies must develop, implement and review existing national and regional gender strategies and ensure such efforts continue beyond this milestone year. High-impact and effective national or regional strategies must include:

1. **A process to include civil society and relevant actors in the design, implementation and monitoring and evaluation process;**
2. **A coordination system for the comprehensive interagency implementation** of a strategy that offers clearly assigned roles and responsibilities;
3. Strong, **results-based monitoring and evaluation mechanisms** that offer clear indicators and outline specific timeframes for all activities which are regularly reviewed;
4. Identify and dedicate **sufficient and long-term resources from the regular budget** for implementing activities and consultations and support for civil society;
5. **High-level government support** for the design, implementation and review of the strategy;
6. **A process and coordination system that ensures the inclusion of local authorities including indigenous and traditional leaders** in development, planning, implementation, monitoring and evaluation strategies to guarantee ownership and participation in local communities directly affected by the conflicts; and
7. **Compliance with international human rights and humanitarian law standards** for women and commitments to gender-sensitive laws, policies, practices and institutions.

In the lead up to October, Member States are also encouraged to hold parliamentary debates on WPS in partnership with civil society which would demonstrate cross party support for WPS and gender strategies; provide an update on the status of the country's NAP development, implementation or review; commit to implementing the High-Level Review recommendations in accordance with national needs; pledge political and financial support for civil society working in the field of WPS and commit to a regular senior-level consultative mechanism; and consider the appointment of high-level champions on WPS at national and regional levels.

### 3. FINANCING

Increased political support must be matched with greater and more sustained financial support for the WPS agenda. Women must have equal access to direct funding as well as to the decision-making processes that allocate funds. Member States must pledge to provide multi-year, large scale financial support for WPS including through existing funds and civil society organizations at national, provincial and local levels and ensure core funding within the UN is dedicated for such efforts. Gender expertise is a fundamental necessity across the UN and should not be considered optional within peacekeeping or political work.

Member States and the UN are called on to:

1. **Pledge new, dedicated and sustained WPS funding;**
2. **Demand the realization of the UN commitment to reach 15 percent minimum of all peacebuilding spending** to further women's empowerment and gender equality;<sup>7</sup>
3. **Commit nationally to a 15 percent minimum target of official development assistance** free from donor restrictions for women's empowerment, gender equality and WPS especially in conflict and post-conflict settings;
4. **Ensure the General Assembly Fifth Committee approves the systematic and sustained resourcing and deployment of gender and WPS experts in missions and at UN Headquarters (UNHQ)** through the regular budget to ensure effective integration of gender issues in the early strategies of missions, including, for example, resourcing for Senior Gender Advisers and Women's Protection Advisers (WPAs) at the onset and throughout the duration of every mission; and
5. **Reduce military spending and redirect this expenditure** as called for in Critical Area E of the Beijing Platform for Action,<sup>8</sup> which links gender equality and the call for the control of excessive arms spending. Article 26 of the UN Charter also reinforces the call for minimizing spending on armaments.

<sup>7</sup> The Secretary-General's Seven-Point Action Plan on Gender-Responsive Peacebuilding

<sup>8</sup> Beijing Declaration and Platform for Action, the fourth World Conference on Women, September 1995 – paras. 16 and 38

## 4. CONFLICT PREVENTION

We are living through a period of instability with almost every country affected by conflict in some way. Conflict prevention lies at the core of the WPS agenda, yet too often is not considered as urgent as conflict resolution and post-conflict rebuilding. Sustainable peace cannot be achieved without women's full participation in all decision-making related to the prevention of conflict and the protection of all civilians. The full implementation of SCR 1325 (2000) and subsequent WPS resolutions, the promotion of the Beijing Platform for Action, and adherence to the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and other international human rights standards provide a comprehensive roadmap for the prevention of armed conflict and the integration of gender equality across all peace and security actions.

### Root Causes of Conflict:

1. **Commit to addressing the root causes of violence**, including political and economic drivers of conflict, negative conceptions of masculinities and strategies for the militarization of societies
2. **Analyze and monitor the close relationship between gender-based violence and violent conflict** as part of comprehensive early warning efforts and to deter conflict through the prevention of gender-based violence and the promotion of gender equality;
3. **Promote gender equality and invest in women's human rights, economic empowerment, education and civil society**; and
4. **Support inclusive conflict- and gender-sensitive local dialogue processes** and other conflict prevention measures. States must act with due diligence to prevent sexual and gender-based violence and investigate and prosecute cases in a transparent manner and provide reparation to survivors.

### Small Arms and Weapons

1. **Call on States to stop exporting arms where there is a substantial risk they could be used to commit or facilitate serious violations of international human rights and humanitarian law, including sexual and gender-based violence.** Governments, arms companies and arms dealers must be held to account for transferring arms to situations where they fuel conflict and serious human rights violations;



2. **Urge the ratification and implementation of the Arms Trade Treaty (ATT)** with a focus on Article 7 (4) of the Treaty on preventing gender-based violence, which requires the exporting State Party to take into account the risk of conventional arms being used to commit or facilitate serious acts of gender-based violence or serious acts of violence against women and children. **States must include in their national export regulations binding provisions on preventing gender-based violence, including sexual violence.** The potential that an arms export could contribute to serious acts of gender-based violence must form part of the State export assessment. They also must make due diligence investigations open and transparent;
3. **Recognize and commit to the inclusion of women** in policy making, treaty negotiations and discussions on disarmament, arms control, arms trade and military spending issues; and
4. **Foster gender analysis of the use and impact of weapons**, including the use of explosive weapons in populated areas, small arms and light weapons and nuclear weapons.

#### **Countering terrorism and violent extremism**

1. **Support women's leadership and participation in efforts to combat, reduce and prevent terrorism and violent extremism;**
2. **Establish an ongoing consultative mechanism with WPS-related civil society groups** at the UN prior to each biennial review of the UN Global Counter-Terrorism Strategy. Any Counter-Terrorism Implementation Task Force (CTITF) meetings with WPS civil society groups should include the participation of UN Women and the UN Counter-Terrorism Committee Executive Directorate; and
3. **Strengthen existing language in the Fourth Biennial Review of the strategy on women's contribution to its implementation** by calling on all Member States, UN agencies and international, regional and sub-regional organizations to fully integrate women into all efforts to prevent and counterterrorism.

#### **UN Processes and International Instruments**

1. **Ensure WPS recommendations are integrated in all multilateral review processes** including the Peace Operations Review; the Peacebuilding architecture review; the development of the post-2015 agenda, including the sustainable development goals (SDGs); and the World Humanitarian Summit;

2. **Ratification and periodic reporting on the implementation of CEDAW without reservations**, as well as removal of existing reservations, with particular and comprehensive focus on General Recommendation No. 30 on women in conflict prevention, conflict and post-conflict situations; and

3. **Address the protection and promotion of women's rights in the context of the Human Rights Council's Universal Periodic Review** through reporting and recommendations that focus on advancing gender equality with a focus on conflict prevention and preventing arms transfers that facilitate gender-based violence.

### **Accountability**

Accountability must be insisted upon for atrocities committed by all armed groups; security forces including UN mandated troops; and contractors, including sexual and gender-based violence and civilian casualties. The status quo relating to sexual exploitation and abuse (SEA) must be urgently tackled as the perpetrators often enjoy complete immunity and escape justice.

This culture of impunity must be addressed to demand accountability from those who claim to work in the name of peace and security of our international community. Efforts calling for national accountability and to reform culturally, politically and socially entrenched forms of gender inequality are undermined if international troops are not held accountable and to the same standards being advocated.

Member States and the UN are called on to:

### **International Standards**

1. **Ensure all investigations and prosecutions are conducted in accordance**
2. **Ensure no immunity is granted for all international personnel**, Including contractors, regardless of function or status, for gender-based violence and other serious human rights violations and ensure that cases are handled in a transparent and fair judicial process. This should be explicit within the Model status-of-forces agreement between the United Nations and host countries/Model Memorandum of Understanding between the United Nations and Member States contributing resources to United Nations peacekeeping operations;
3. **Call for the immediate halt of the use of transfers out of the host state of peacekeepers to evade accountability** for allegations of gender-based violence and other serious human rights violations, and ensure perpetrators are brought to justice in a transparent and fair judicial process; and

4. **Ensure international humanitarian law is fully implemented** in order to guarantee that women and girls have equal and effective access to accountability mechanisms, reparations and non-discriminatory counselling and medical care, including safe abortion and post-abortion care for survivors of sexual and gender-based violence.

### Pre-deployment Vetting and Training

1. As per the recommendations within the January 2015 Report of the Department for Peacekeeping Operations (DPKO) and Department of Field Support (DFS) led Working Group on Sexual Exploitation and Abuse, **ensure mandatory pre-deployment training and Member State certification**; the establishment of a dedicated vetting working group; the expansion of vetting for misconduct to cover all categories of personnel; the establishment of an SEA Immediate Response Team with standard operating procedures; the adoption of consistent timelines and benchmarks for investigations into SEA allegations; strengthened accountability of Commanders of uniformed personnel; and criminal accountability for SEA;
2. **Support ongoing gender sensitivity training for all UN staff**, especially project and mission personnel;
3. **Call on DPKO to expedite the recruitment of WPAs**, ensuring that previous experience in gender-based violence response is prioritized in the recruitment process;
4. **Formalize training and modes of operation for WPAs** by finalizing, endorsing, and implementing training modules and a handbook; and
5. Ensure WPAs do not investigate cases of conflict-related sexual violence without the survivor's consent and/or without ensuring that there are medical care and psychosocial support services available, in accordance with international ethical and safety guidelines.

## 6. UN System Leadership

**Leadership by the UN Secretary General and UN Secretariat** The highest echelons of UN leadership, within the UN Secretariat, agencies and peacekeeping and political missions, must be directly responsible and accountable to ensure more consistent and systematic attention, action and follow-up on WPS matters.

Member States and the UN are called on to:

1. **Support a strong UN structure to deliver on WPS over the next decade** which includes gender expertise across the UN System within operational and oversight entities at UN Headquarters and in the field; the incorporation of a gender perspective across the work of all UN inter agency standing committees; and an increase UN rosters of gender and technical experts including those relating to security sector reform and ceasefire negotiations;

2. **Pledge to holding WPS dedicated policy committee meetings at least every six months** which focus on implementation, accountability and resourcing;
3. **Ensure all those that are entrusted with high offices including Under Secretary Generals, Special Envoys, Special Representatives and Senior Mediators have a responsibility in their respective fields to advance a gender perspective and women's participation**, including holding a consultation with civil society organizations within the first month of deployment and the establishment of a regular schedule for consultations subsequently. The inclusion of a gender perspective and promotion of gender equality should be explicit in the Terms of Reference (TORs) of such high-level officials;
4. **Evaluate the effectiveness of strategies being implemented to appoint more women to senior roles across the entire UN system;** and
5. Ensure all review processes integrate a gender perspective, and commit to appointing more women to all High-Level Reviews.

## 7. Leadership by the Security Council

It is equally important that the Security Council, as the highest UN body entrusted with peace and security matters, leads by example in fully implementing the WPS agenda. The Security Council's lack of consistency and ad hoc implementation of the agenda must be addressed. In this regard, the Security Council should:

1. Integrate WPS concerns when considering crisis situations and emerging threats, and uniformly request that Senior UN officials and Special Envoys address these in their Council briefings;
2. Ensure all Security Council mandates include specific language related to WPS issues, in particular with regard to the need for effective protection and meaningful participation of women and girls and for robust reporting with gender disaggregated data, as well as public reporting on these issues;
3. Mandate that all reports contain analysis regarding the differentiated impact of conflict on women, women's role in addressing the situation and outline ongoing barriers to their participation, including in relation to political, electoral and transitional justice processes, security sector reform, and disarmament, demobilization and reintegration;
4. Consider the establishment of an informal mechanism or group that would evaluate practical ways of integrating the full agenda across the entire work of the Council;
5. Incorporate WPS elements into the TORs of Commissions of Inquiry and designation criteria in sanctions regimes;
  - a. Promote women's participation in all levels of decision-making and support women's role in conflict prevention in all cooperation with regional organizations

6. Institutionalize civil society briefings as per SCR 2122 (OP 6) during open debates and formal meetings as well as ensure the Executive Director of UN Women and the Special Representative of the Secretary General on Sexual Violence in Conflict systematically brief the Council on country situations;
7. Ensure all field missions fully incorporate WPS components within their TORs as per SCR2122 by reflecting the context specific realities of women in the countries being visited and include meetings with civil society organizations and women human rights defenders; and
8. Conduct Arria Formula meetings on WPS, focused on implementation and accountability, which engage with civil society from a broad range of fragile, conflict and post-conflict states ahead of the October High-Level Review; are attended by senior Member State officials; and produce concrete actions and recommendations.

## APPENDICES

### APPENDIX B: WILPF's "How to Write Press Release" EXAMPLE



WOMEN'S INTERNATIONAL LEAGUE FOR  
**PEACE & FREEDOM**

#### Women Peace Activists Come Together to Rethink Peace

Under the banner 'Women's Power to Stop War', 1,300 peace activists, mostly women, are gathering in The Hague during the days 27-29 April to set a new peacemaking agenda for the 21<sup>st</sup> century. It is the first conference of its kind in 100 years.

Paragraph about women's exclusion from peacemaking... **(No more than 4-5 lines)**

To change this, the Women's International League for Peace and Freedom (WILPF) is bringing together hundreds of activists, thinkers and decision-makers at an international conference named 'Women's Power to Stop War' in The Hague, the Netherlands. The purpose is to **(insert content)** and among the speakers and participants are civil society individuals and organisational representatives such as Nobel Laureate Leymah Gbowee.

"I am participating in the conference. **(Personal quote)**," say Nobel Laureate Leymah Gbowee, who **(insert content)**.

The change in thinking that is central to the Conference stems from the International Women's Congress of 1915, exactly 100 years ago, where over 1,300 women came together in The Hague in protest of World War I. In 1915, the women focused on the root causes of war and committed themselves to establishing permanent peace. Now, 100 years later, 1,300 women will once again return to The Hague with the task of finishing the job they started.

"For WILPF, focusing on the root causes of conflicts today is really the key to end war and conflicts. For us it is important to include perspectives on human rights and political participation, economic justice and the environment into the conversation, to name a few, if **(insert text)**. This is why we gather 1,300 women to **(insert text)**," says Madeleine Rees, Secretary General of WILPF and known from **(link to Whistleblower)**.

The conference is supported by organisations like the Nobel Women's Initiative, the International Peace Bureau, and **(insert text)**.

For more information, please visit the conference website [www.womenstopwar.org](http://www.womenstopwar.org) or contact:

**Name of contact people**

## APPENDICES

### APPENDIX C: WILPF 'Guide on How to Pitch the Media.'

#### Foreword:

Getting to grips with the media can sometimes be hard. However, by following a few simple rules and having a bit of insight into what journalists are looking for, we can give WILPF's story the best chance of being published.

This guide is intended for all WILPF media focal points at the international, regional and national levels. This includes all people that are in charge of pitching the media and putting them in contact with WILPF spokespeople to be interviewed.

What does it mean to "pitch" the media? Pitching means proactively contacting journalists and media outlets to suggest we have a good story they may be interested in covering.

This guide will help you set up contacts with target media to tell them what we are doing. It also provides info on what to do when journalists contact you and on how to create and nurture constructive contacts, interactions, and cooperation with the media.

#### Why do we want media exposure?

When pitching the media it is important to beware that getting media exposure is never a goal in itself. Instead media exposure is a way to get to the goal or objective.

For the WILPF 100 Anniversary, we have two main communications objectives:

#### *Objective 1: Selling Conference tickets.*

- This is the basis for the success of the event. We aim to reach 1300 regular sold tickets. At the moment (February 2015) we sold a third of that.

#### *Objective 2: Branding of WILPF.*

- The Conference offers a good opportunity for WILPF to scale up the visibility of its work and activities. More specifically, this means:
  - Increasing traffic towards our digital platforms (website, social media, newsletters, etc.)
  - Attracting new potential members, donors and partners
  - Pleasing existing members, donors and partners
  - With this in mind, it is important, when contacting/ pitching the media, to focus on the specific purpose, which is to:
    - 1) Get media exposure in a way which will sell tickets to the conference in The Hague (this media exposure shall of course happen BEFORE the conference), and/ or
    - 2) Get media exposure which brands WILPF as the to-go-to organisation when it comes to creating a world free from violence and armed conflict, in which human rights are protected and women and men are equally empowered and involved in positions of leadership at the local, national and international levels.

In short: When you contact the media, you want to either 1) sell tickets or 2) promote WILPF.

### ***Media contact***

**Being in contact with the media is a three-step process:**

- **Step 1:** Establishing contact with the media. This is done by WILPF media focal points. Overall there are two ways to be in touch with journalists: You contact/ pitch the journalist. The journalist contacts you.
- **Step 2:** The interview. For more information on media interviews with WILPF spokespeople, please refer to the Guide on How to be interviewed.
- **Step 3:** Follow up. This should be done by WILPF media focal points.

**When you contact/ pitch the media, it is important that you:**

- Know the media and understand the journalist
- Are able to see the “good story”
- Contact the media/ journalist in the right way

### ***Knowing the media***

When contacting/ pitching the media/journalists you need to understand their mission. All media outlets are not the same. Each media outlet has its own specific target group. If you need to get your story into that specific media outlet, you need to know which kind of stories it produces and understand its target group.

Remember that the media/journalists are always there for their target group (their readers, listeners, or viewers) and not for you. This means you have to clearly present your story in a way that shows it is appropriate for their target group.

### ***Building a media database***

The first step to contacting journalists is building your database of local, regional, national or international media (depending on which type of media is relevant to you). This is also the first step for you in mapping your different target media and getting to know them and their target groups better.

Your media database needs to include both general journalists and specialists in our subjects. If you already have some lists, phone each media to update relevant details. Classify media according to type (radio, TV, paper etc), geographical reach (local, regional, national or international), periodicity (daily, weekly, months) and subject matter/specialised journalists (which can include diplomatic affairs, development issues, gender issues).

You can also add a description of the media outlet’s target group, for example “women”, “students”, “members” etc. If you are unsure about their target group, then you will often find a description on their website. Look under information for advertisers. You can find a template for a media database on the Toolkit for WILPF Media



### ***Focal Points.***

Sell your story, think as a journalist. Getting the media's/ journalist's attention can be quite difficult because we compete with many purveyors of information; this is why it is quite important to carry out careful preparation.

When spotting opportunities for media exposure, you need to make a journalist interested in writing about you. The best way you can do so is to "think like a journalist".

When a journalist works, he or she is looking for a good story and a good story always has at least one of these five criteria:

- Timeliness ("We already told this story last week" = not interesting)
- Essentiality ("Well, what is the perspective of the story?" = not interesting)
- Identification (You need to offer a case = a real person with a real story)
- Sensation (The story must contain surprising news – dog bites man is not a surprise, man bites dog is)
- Conflict ("We need an opponent for his views" = if you have an opposing opinion, our story might be interesting)

This means that if you want to make a journalist interested in your story, you have to pitch it in a way where it is obvious that your story covers one or more of the five criteria.

Some secondary criteria – which might be interesting for WILPF – are (these cannot stand alone):

- Solo story: the media outlet is the only one with this story (or case)
- Celebrity: famous people's lives and activities
- Human interest: anything involving strong human emotions
- Inspiration: people exhibiting unusual exemplary behavior
- Special interest: information for groups with special interest: women, ethnic minorities, minorities, students, business people
- Good photo opportunity: goes without saying

Remember; ***a good cause is NOT the same as a good story!***

### ***Understanding the journalists***

Remember that journalists are just people. Make their job easy to improve your chances of getting media exposure! You can help a journalist by:

- Understanding his or her working conditions
- Respecting that the journalist is there for his or her readers, definitely not for you and your organisation
- Understanding that the journalist needs a good story (seen from journalistic criteria), not never-ending, irrelevant, storytelling
- Respecting the deadline
- Being short, concrete and clear
- Finding cases, offering photo opportunities etc. Most importantly: You have to be available, meaning:
  - Response on emails – same day
  - Call back – if urgent often within 10 minutes, otherwise one hour
  - Don't let a journalist wait. If you are in the middle of a conversation, then unless it is even more important than the media coverage, interrupt your conversation.

### ***Contact the media***

You can get in contact with the media on a number of different ways. Here is the most common;

- Send a press release/ media advisory
- Send a pitch email
- Call them
- Hold a press conference/ briefing

In the WILPF Communications Team, we believe pitch emails are the most effective way to get in contact with a specific media outlet/ journalist, but let us run through all the opportunities above.

## **1. Press Release**

A press release is a mini-article, quite formal and written, which you send to all relevant media. Journalists are often very busy and do not have time to write an article based on a poorly written press release, so it is key that the press release is written in a way journalists can simply copy/ paste. This means you need to follow a specific format and write it as if you were a journalist. It is normally not more than one A4 side (2400 character incl. spaces) and is written as a mini-article, meaning that you have a:

- Headline
- Introduction
- text/ main body
- ending/conclusion
- contact information

When writing, you follow a “pyramid structure”: lay the foundations in the first paragraph by offering the solution first. All subsequent paragraphs should gradually provide more and more details.

Write an interesting headline that encapsulates the entire story and follow up with a short introduction/ summary of 2-3 lines) that summarises the entire story. This should answer the questions: *Who? What? Where? When? Why?*

This way the media/ journalist can quickly understand whether the story can be interesting to their readers. Get the headline and the introduction wrong and the rest of the press release will never even be looked at by journalists.

At the bottom of the press release, always include contact details: name, telephone and email of a person they can contact to get further information. Moreover, you can improve the press release by:

- Using short sentences and evidence-based facts
- Use short sentences and objective style.
  - This means that all superlatives should be removed. Journalists like articles based on real concrete facts and figures they can easily verify. An advocacy document such as a statement or a position is of no interest to them and will simply be binned.
- Including personal quotes
  - The press release should also include two or maximum three short quotes from one or two key people involved, better if they are well known and respected, such as Goodwill Ambassadors, celebrities or heads of organisations. Contrary to the rest of the press release, quotes can be very personal as they add human interest to the article.
- Offering free pictures
  - Always offer pictures that journalists can use for their article.

Try to attach them to the email or, if their size is too large, include a link at the bottom of the press release where they can be downloaded. Specify that they can be downloaded for free. Remember to add photo credit if any. For more on copyright, please see the Guide to WILPF Visuals: how to use photographs and illustrations.

When you send your press release by email, there are a number of issues you have to be aware of:

- Put journalists in BCC. A press release targets all media. Put the contacts in BCC: we do not want journalists to have access to our list and we do not want them to know we contacted other media outlets. Forgetting to put contacts in BCC may defeat the objective of your media outreach efforts.
- Use a compelling subject line for your email. This may sound obvious but journalists receive lots of emails and are very busy. You want to be sure he or she reads your email. Don't just write "press release".
  - A good idea is often to use a (compelling) headline.
- Include the press release in the body of the email. Again, journalists are quite busy and do not always have the time to open attachments, so it is better to paste your press release into the body of the email. And then you can of course always attach it in PDF format, so they can print it in a nicer format.
- Tell what is attached. At the bottom of the email, you can list attachments in bullet point form. This way you can make the journalist aware on that something is attached to the email. Simply write:
  - Attached are: Press release in PDF, Fact sheet, Xxx

*When you have sent a press release to the media, follow up on the most important media outlets by phone. Ask whether they received the press release (they often have not, write a new email and send again) and if they are interested in the story.*

## **2. Media Advisory**

A media advisory is a one-page description of a future event or other news item that serves as a "heads-up" for journalists. It describes the who, what, when, where and why. The aim is to give reporters enough information so that they can get interested in covering the event, but not so much that they have everything they need to write a story.

- Include a headline and first paragraph that will spark the journalist's interest
- Offer logistical information: who, what, when, where and why. This also includes background information
- Provide contact details. At the bottom of the press release, always include name, telephone and email of a person they can contact to get further information.

### 3. Pitch Email

The best way of getting in touch with the media is by sending them a pitch email. Opposite to a press release, a pitch email is a personal email sent to a specific journalist. Moreover it can be subjective and does not need to follow a format. It is OK to send with smaller grammatically mistakes, like spelling mistakes, as nobody will publish a personal email.

#### *Press release versus pitch email*

<u><b>Press Release:</b></u>	<u><b>Pitch Email:</b></u>
to send to all media formal objective grammatically correct can be published "John Doe, xxx"	to send to one specific journalist "Dear XX" Informal Smaller spell mistakes etc. are ok cannot be published

#### **Here are some tips for a good pitch email:**

- Make it relevant to the media readership
  - Make all the necessary research to make sure you know enough about the journalist and the readers of the media outlet he or she works for. When you contact the journalist, mention his/ her readers – check who their readers are and what they are interested in on the media outlet's website and use similar language to refer to them.
  - Suggest a good idea for a story/ article that can be interesting to their readers. If possible, refer to a past article written by the journalist or published in the media and offer a new angle to the story.
- Offer something special
  - A pitch email is usually written in informal, subjective style. Its purpose is to get the journalist interested in our story by offering him/ her something special for his readers.

### See sample below:

“Dear (name of the journalist),

I am writing to you because I have an idea for an article which I am sure will be interesting for your readers. The article shall answer the question...

Let me explain:...

If you are interested in the idea, I'll be happy to put you in contact with...”

*\*\*\*Attach a press release and/ or relevant fact sheet to the email.*

When you have sent an email, follow up by phone after a few days. It takes time to pitch the media individually, but it is the most effective way to get your story in the media.

## 4. Phone Call

Some people prefer calling the media to do an oral pitch. For some it might work, but remember that when you call you might disturb the journalist. Always ask if the journalist has time to talk, before you start a long sales talk. The best time to call a media is mid-morning, from 10 AM to 12, as journalists often have a daily editorial meeting between 9 and 10 AM.

If the story is an urgent television story and needs to be aired on the same day, call before 9 AM, but check up on where/ who to call the day before (get the phone number on the editor of the day/ show).

## 5. Press Conference/Briefing

Unless you have a story that you know is going to attract widespread media interest, do not organise a press conference/ briefing. If you feel you need to organise one, then please get in touch with the Communications Team in Geneva at [communications@wilpf.ch](mailto:communications@wilpf.ch).

### **Step 1: Establish contact with the media- the journalist contacts you**

- When a journalist contacts you, the first thing you have to find out is whether you are the right media focal point for this story. Maybe one of the other media focal points might be better? If so, then it is your responsibility to keep the interest of the journalist and quickly establish contact with the other media focal point.
- When a journalist contacts you – either as a media focal point or a spokesperson– you are the first one who is entitled to get some answers. Not him or her. Before you put him/ her in contact with the right WILPF spokesperson, you need to know: which media the journalist works for, what the interview will be used for, who else is in the interview, when it will be published

etc. This information gives both of you the best working conditions for setting up a good interview.

- When a journalist contacts you, it is essential to establish contact before the interview:
  - Ask for the journalist's name and media outlet
  - Establish a trusting relationship between you and the journalist – listen and be attentive
  - Ask what the objective of the interview is, and when it will be published
  - Ask in what context your statements will be included
  - Ask what the journalist's deadline is – and respect it
  - Ask who else the journalist will be talking with
  - Ask if the interview will be used for background information or to quote
  - Ask if it is possible for you to read the article before it will be published or if you can have a read out loud of your quotes by phone. If not, just accept
  - Always count on the fact that the journalist will verify your information and that he or she might know more than he or she expresses – but do not prerequisite extra knowledge in your answers
  - Don't question the journalist's competence and accept that the journalist is there for his or her readers, not you
  - Ask which illustrations the journalist is planning to include in order to bring together the story. This gives you the chance to offer material, which can promote your story even better
  - If you have promised to call back within a specific time frame, then do so
  - Never say "no comment" unless you can offer something alternative. Say for example:
    - "I cannot comment on this, but you can talk with [name]" – if you are not the right one to talk with, then suggest another spokesperson. Remember to warn this spokesperson.
    - "I cannot speak for quotation, but I can explain the background"
    - "I cannot give you this information as it is confidential, but I can tell you that ..."

### ***Step 2: The interview.***

Once the WILPF media focal point has put the journalist in contact with the WILPF spokesperson, it is time for the WILPF spokesperson to prepare for the interview. For more information on this, please refer to the Guide on How to Be Interviewed for WILPF spokespeople.

### ***Step 3: Follow Up***

When you are in contact with the media, keep track of the journalists, including contact information, you contacted or who contacted you. Create a word table to keep track of the journalists/ media you and your colleagues have contacted. The table should include the following columns: Media Journalist Story Status

***After an interview***

Once the WILPF spokesperson has been interviewed, please:

- Send an email to the journalist and tell them it was a good story (maybe try to offer something new).
- Send a link to the story to the Communications Team in Geneva ([communications@wilpf.ch](mailto:communications@wilpf.ch)), so we can promote it on WILPF's different communication channels, including the international website, Facebook, Membership News etc.
- Send the contact details of the journalist to the Communications Team in Geneva, so we can keep them in a database in the office for another time (just ask for the journalist's business card).
- We are always happy to receive business cards from journalists. Even if a talk with a journalist does not end with an interview, please keep the business card and give it to the Communications Team in Geneva. Ask the journalist if he or she wants to receive press releases/ media advisories from WILPF in the future, and mark this on the business card if the answer is YES.



## APPENDICES

### APPENDIX D: WILPF 'Guide on How to be interviewed.'

#### **Foreword:**

Media interviews present a real opportunity for WILPF. However, there are some potential pitfalls. This guide is intended for all WILPF spokespeople who can give interviews both for quotes and background information for journalists.

It contains useful information on how to prepare for interviews with the media and how to convey the right message when we bring the work of WILPF and its achievements to the attention of our target audiences and the public at large.

#### **When a journalist contacts you**

Overall there are two ways to be in touch with journalists:

- WILPF media focal points contact the journalist
- The journalist contacts WILPF

Whilst WILPF media focal points are responsible for contacting the media, it may happen that a journalist contacts you directly as a WILPF spokesperson.

In this case, you are the first one who is entitled to get some answers. Not him or her. Before you speak, you need to know: which media agency the journalist works for, what the interview will be used for, who else is in the interview, when it will be published, etc. This information gives both of you the best working conditions for a good interview.

#### **When a journalist contacts you, it is essential to establish contact before the interview:**

- Ask for the journalist's name and media affiliation
- Establish a trusting relationship between you and the journalist – listen and be attentive
- Ask what the objective of the interview is, and when it will be published
- Ask in what context your statements will be included
- Ask what the journalist's deadline is – and respect it
- Ask who else the journalist will be talking with
- Ask if the interview will be used for background information or to quote
- Ask if it is possible for you to read the article before it will be published or if you can have a read out loud of your quotes by phone. If not, just accept
- Always count on the fact that the journalist will verify your information and that he or she might know more than he or she expresses – but do not prerequisite extra knowledge in your answers
- Don't question the journalist's competence and accept that the journalist is there for his or her readers, not you

- Ask which illustrations the journalist is planning in order to bring together the story. This gives you the chance to offer material, which can promote your story even better
- If you have promised to call back within a specific time frame, then do so
- Never say "no comment" unless you can offer something alternative. Say for example:
  - "I cannot comment on this, but you can talk with [name]" – if you are not the right one to talk with, then suggest another spokesperson. Remember to warn this spokesperson.
  - "I cannot speak for quotation, but I can explain the background"
  - "I cannot give you this information as it is confidential, but I can tell you that ..."

When a journalist contacts you, the first thing you have to find out is whether you are the right spokesperson for this story. Maybe one of the other spokespersons might be better? If so, then it is your responsibility to keep the interest of the journalist and quickly establish contact with the other spokesperson.

### ***Prepare your key messages for the interview***

The key to a successful interview with the media is preparation. The more you prepare for the interview the less likely you will find yourself in a difficult position.

Before you call back the journalist, prepare yourself for the interview:

- Why do they want to speak with me?
- What do I/WILPF want to get out of this interview?
- Prepare the three most important messages/points you want to convey in the interview. Not more.

### ***Keep focused***

- Remember that you are the expert– the journalist needs you to make the story
- Create the agenda. Always answer the question, but then try to lead the interview in the direction you want
- Say your most important message/ point first, and feel free to repeat it– perhaps your first answer gets cut out or the journalist missed the point
- Don't expect to get the chance to say more than three points

Avoid interminable verbal "field walks", ie never-ending explanations leading to your point:

- Stick to the facts
- Tell the truth, but not necessarily the whole truth
- Don't guess. "I believe that ..." is a bad sentence
- Unsure about the question? Ask them to repeat

- Don't know the answer? Just say so and promise you will check up on it and return with an answer or put the journalist in contact with somebody who knows the answer (and remember to do this before deadline!)

### ***Think about the recipient***

- in headlines
- Remember the target group of the specific media, when you talk – your recipient will often be “normal people”, not expert colleagues
- Avoid technical jargon
- Make simple and short sentences
- Use examples and picture language, but do not let examples and pictures take over the whole discussion

### ***Highlight your points***

If you highlight your points, you indicate for the journalist that “This is important, this what you have to quote/ pay attention to ...” You can highlight your points by starting your sentence with:

- The most important thing in this context is ...
- What we have to remember is ...
- My point is ...
- The three most important things are ...

### ***Build bridges***

Build bridges between the journalist's questions and your answers. There are lots of ways you can build a bridge between the journalist's questions and your prepared answers, for example:

- “Let me put this in perspective ... “
- “Which is also important, but ...”
- “What is even more important is ...”
- “This is an interesting question. It reminds me of ...”
- “Before we change subject, let me add that ...”
- “Let me just add ...”
- “Let me answer by telling ...”
- “It is not my area, but I can tell you that ...”
- “If we take a closer look at ...”
- “Another thing we also have to remember is ...”

***By building a bridge it will be easier for you to take control of the interview and to keep focus.***

### ***Use WILPF language***

WILPF is committed to promoting human rights, women's participation and disarmament through all its materials, including public information and media products.

We want to make sure that all our public information products take into account gender equality to avoid reinforcing gender stereotypes and discrimination.

- Try to use images, photos and drawings that show women in active, assertive, dynamic roles and attitude, rather than passive positions.
- Use gender sensitive language rather sexist terms – for more info, please refer to the WILPF Style Guide.
- WILPF is committed to peace and so should be our language. Avoid expressions that imply violence, fighting and war, such as “WILPF fights for peace” (use rather “WILPF works for peace”).
- Similarly, avoid discriminatory language – again, for more info, please refer to the WILPF Style Guide.

### ***Be available and proactive***

You can help a journalist by:

- Understanding his or her working conditions
- Respecting that the journalist is there for his or her readers, definitely not for you and your organisation
- Understanding that the journalist needs a good story (seen from journalistic criteria), not never-ending, irrelevant, storytelling
- Respecting the deadline
- Being short, concrete and clear
- Finding cases, offering photo opportunities etc.

Most importantly: you have to be available. This means:

- Response on emails– the same day
- Call back– if urgent often within 10 minutes, otherwise one hour
- Don't let a journalist wait. If you are in the middle of a conversation, then unless it is even more important than the media coverage, interrupt your conversation.

## APPENDICES

### APPENDIX E: WILPF's Guide to Social Media

#### HOW TO GET SUCCESS ON FACEBOOK?

Social media is part of both our personal and professional daily lives. In the last few years, it has become a powerful communications tool for NGOs to build their online branding and recognition, keep followers updated about their work, create and consolidate new contact networks and partnerships and recruit new followers, potential members, and donors.

At the International Secretariat, we encourage all the Sections and members who have never accessed them, to explore the endless e-advocacy possibilities offered by social networking platforms.

This guide is an introduction to a very popular form of social media: Facebook. It is targeted at those at the International Secretariat and in the Sections who have the responsibility of maintaining the Sections' and the Secretariat's Facebook pages, including Facebook pages of programmes and projects.

In this guide, you will find practical info on how Facebook works, what we expect to get from it, and a few practical tips on how to get the best out of this social network.

If you have any doubts, or would like more information, please contact the Communications team at [communications \(a\) wilpf.ch](mailto:communications(a)wilpf.ch).

So... time to start reading the guide and remember: social media can be good fun, too!

#### **Introduction to Facebook**

Facebook is an online social networking site launched in 2004. It is a 2.0 communications channel, that is to say, a web platform allowing conversations, engagement and interactions with our followers online.

At WILPF, we use Facebook to advocate about our cause and to encourage our online community to take action by visiting our website and blog, signing up to our newsletters, making donations, and participating in e-advocacy campaigns.

It is also an entry level for potential new members and followers.

## Personal Profiles, Pages, and Groups

There are three ways to join Facebook.

- **Personal profile:** You can create a personal profile. A personal profile is always attached to a REAL person. The number of friends that a personal profile can have is limited, and you would NEVER make a personal profile for your WILPF Section.
- **Pages:** Companies, celebrities and organisations use Pages. When you have a Facebook page, you don't have "friends", but "followers". The number of followers is unlimited. As a WILPF Section, it is a Facebook page you want to have as the official Facebook for your Section, rather than a personal profile.
- **Groups:** A group is a forum on Facebook, where the members can share information and discuss different topics. It can be maintained by a private person (a personal profile) or by a company/celebrity/organisation (a page). People can only join the group if they have a personal profile on Facebook.

### ***WILPF International on Facebook***

The International Secretariat currently has four Facebook pages.

The official WILPF International Facebook page:

<https://www.facebook.com/womensinternationalleagueforpeaceandfreedom>

The Facebook page of the Reaching Critical Will programme:

<https://www.facebook.com/pages/Reaching-Critical-Will/113156616083?fref=ts>

The Facebook page of the PeaceWomen programme:

<https://www.facebook.com/pages/Peace-Women/137429076272201?fref=ts>

The Facebook page of the MENA Agenda 1325 programme:

<https://www.facebook.com/pages/MENA-Agenda-1325/649653681718375>

***The Sections also have a number of Facebook pages, personal profiles, or groups, but we don't know them all. Here are some:***

Aotearoa/New Zealand: <https://www.facebook.com/wilpfaotearoa.newzealand?fref=ts>

Australia: <https://www.facebook.com/pages/WILPF-Australia/333931092033>

Colombia: [https://www.facebook.com/pages/Liga-Internacional-de-Mujeres-por-la-paz-y-libertad-LIMPAL-Colombia/123245571144282?fref=pb&hc\\_location=profile\\_browser](https://www.facebook.com/pages/Liga-Internacional-de-Mujeres-por-la-paz-y-libertad-LIMPAL-Colombia/123245571144282?fref=pb&hc_location=profile_browser)

Costa Rica: [https://www.facebook.com/Limpalcr?fref=pb&hc\\_location=profile\\_browser](https://www.facebook.com/Limpalcr?fref=pb&hc_location=profile_browser)

Lebanon: <https://www.facebook.com/pages/WILPF-Lebanon/223362324463838>

Mexico: <https://www.facebook.com/pages/WILPF-Mexico/118886138312020>

Nepal: <https://www.facebook.com/wilpfnepal.nepal> +

<https://www.facebook.com/wilpfnepal>

Norway: <https://www.facebook.com/pages/Internasjonal-kvinneliga-for-fred-ogfrihet/261664387212784?fref=ts>

Philippines: <https://www.facebook.com/wilpf.philippinesection>

Spain: <https://www.facebook.com/WilpfEspana>

Sweden: [https://www.facebook.com/IKFFSweden?fref=pb&hc\\_location=profile\\_browser](https://www.facebook.com/IKFFSweden?fref=pb&hc_location=profile_browser)

United Kingdom:

[https://www.facebook.com/UKWILPF?fref=pb&hc\\_location=profile\\_browser](https://www.facebook.com/UKWILPF?fref=pb&hc_location=profile_browser)

USA: [https://www.facebook.com/pages/Womens-International-League-for-Peace-and-Freedom-US-Section/96028865628?fref=pb&hc\\_location=profile\\_browser](https://www.facebook.com/pages/Womens-International-League-for-Peace-and-Freedom-US-Section/96028865628?fref=pb&hc_location=profile_browser)

Y-WILPF: <https://www.facebook.com/groups/202783316444112/>

## Our Goals on Facebook

### **Goal 1: Branding ourselves**

We use Facebook to brand ourselves. This means making sure that people recognise our logo, colours and “visual look” and immediately identify it with our organisation, our work, and our core mission.

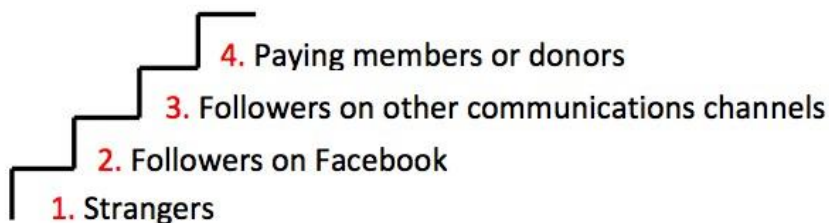
### **Goal 2: Maximising traffic to other communications channels**

Increasing our visibility on Facebook means increasing the possibility that our followers will visit the other communications channels we have.

Facebook can be a powerful tool to divert and maximise online traffic to 1.0 communications channels (our websites [www.wilpfinternational.org](http://www.wilpfinternational.org), [www.reachingcriticalwill.org](http://www.reachingcriticalwill.org), [www.peacewomen.org](http://www.peacewomen.org) and [www.MENA1325.org](http://www.MENA1325.org)) and to 2.0 platforms (our Twitter, Instagram, YouTube, and Flickr profiles).

### **Goal 3: Getting new paying members/donors**

The final aim of increasing our Facebook visibility and maximising the traffic to our other communications channels is getting new followers, which will hopefully become paying members and/or donors.



On page 15, you can read more on how to reach these three goals. But first, we’d like to invite you on a guided tour of the different features of Facebook and the way we recommend that WILPF looks on Facebook – both the international Facebook and the Section’s pages.

Visual Look

### **Profile picture**

Our profile picture shows our logo and we never change it. This allows us to build consistent online branding.

The standard size of the profile picture is 160x160 pixels, but the uploaded photo must be at least 180x180 pixels. Bear this in mind and think about edges to avoid our logo being cropped.

NO!

YES!





To change the avatar, pass the mouse over it and click on "Update profile picture".



Your profile picture shows up every time you comment on other pages.

It shows up every time you publish something on your wall:



and when you make a comment:



This is why we always use our logo as profile picture – and we recommend the Sections to do the same.

### **Cover photo**

The cover photo is the picture behind the profile picture. The standard size of the Facebook cover photo is 851x315 pixels.



We use cover photos strategically to tell a story (what we are working on at the moment, what campaigns we are participating in).

To change the cover photo, pass the mouse over it and click on “change cover”.



*There is no way to peace;  
peace is the way.*  
- Emily Greene Balch

Want to know more about Emily Greene Balch?  
Then click here. >>

**Women's International League for Peace and Freedom**  
2,983 likes · 66 talking about this

Non-Profit Organisation  
We are the longest-surviving women's anti-war organisation, working for peace, disarmament and human rights. Visit: [www.wilpfinternational.org](http://www.wilpfinternational.org)

About Photos Likes Get the latest news Events

On the official WILPF International page, we almost never publish pictures from internal WILPF meetings as the cover photo. The reason is that our Facebook page is open for anybody interested in WILPF and it is an entry level for new members. A picture of five persons smiling to the camera often doesn't tell a story about WILPF and it makes it look like we are a small private organisation not open for newcomers.

We recommend using high-res pictures/illustrations which look professional and tell a story about what WILPF works on.

Remember that every time you update your cover photo, all your followers can see it on their news feed, so use the chance to tell a story.

### ***Description, photos, likes, news, events***

At the International Secretariat, we use the bar under the name of the page for the following elements. Click on the arrow to expand the section.



*There is no way to peace;  
peace is the way.*  
- Emily Greene Balch

Want to know more about Emily Greene Balch?  
Then click here. >>>

**Women's International League for Peace and Freedom**  
2,983 likes · 66 talking about this

1 Non-Profit Organisation  
We are the longest-surviving women's anti-war organisation, working for peace, disarmament and human rights. Visit: [www.wilpfinternational.org](http://www.wilpfinternational.org)

2 Photos  
3 Likes  
4 Get the latest news  
5 Events  
6 We're on Instagram  
7 YouTube

### 1. Description

In no more than 300 characters we need to let our audience know who we are. It is important to include the URL of our website to maximise traffic to it. Remember to do so on the Section pages as well – and to write that you are a non-profit organisation.

### 2. Photos

From this section, we can manage our photos and our albums. To create an album of an interesting event, conference or campaign, just click on Photos ⇒ Albums ⇒ Create a new album.

### 3. Likes

This section shows how many people like our page and provides more information about “Likes and People Talking about This”.

### 4. Get the latest news

This section is extremely important to promote our newsletter. It links directly to our newsletter subscription page.

### 5. Events

We use this section to create and manage events, such as conferences, petitions, campaigns, etc.

### 6. Instagram feed

This section provides a feed to our Instagram profile.

## 7. YouTube

This section provides a feed to our YouTube channel.

You can customise other apps by clicking on the “+” sign of a new box.

*NB: Do not underestimate the importance of the “visual look”! Use our logo, colours, fonts and other visual content strategically to get people acquainted with our “visual look”. That is the very first step to build our organisation’s online branding.*

## Timeline



The screenshot shows a Facebook page with a timeline of posts. The sidebar on the right contains a vertical list of years from 'Now' down to 'Founded'. The main content area shows a post from 'Women's International League for Peace and Freedom' dated '19 hours ago near Geneva'. The post text reads: 'Did you know that there is a new Centre for International Humanitarian Law in Norway, which will work on the implementation of the ATT? Eva and Mari from WILPF Norway explained to us why this is so important and how WILPF will be actively involved.'

A Facebook page follows a timeline, making it possible for followers to click back in our history and read old posts. You can see the timeline in the sidebar.

You can add previous events to the timeline. We all know that WILPF started a long time before we joined Facebook in 2009, so we have added a lot of old events and photos to the timeline.

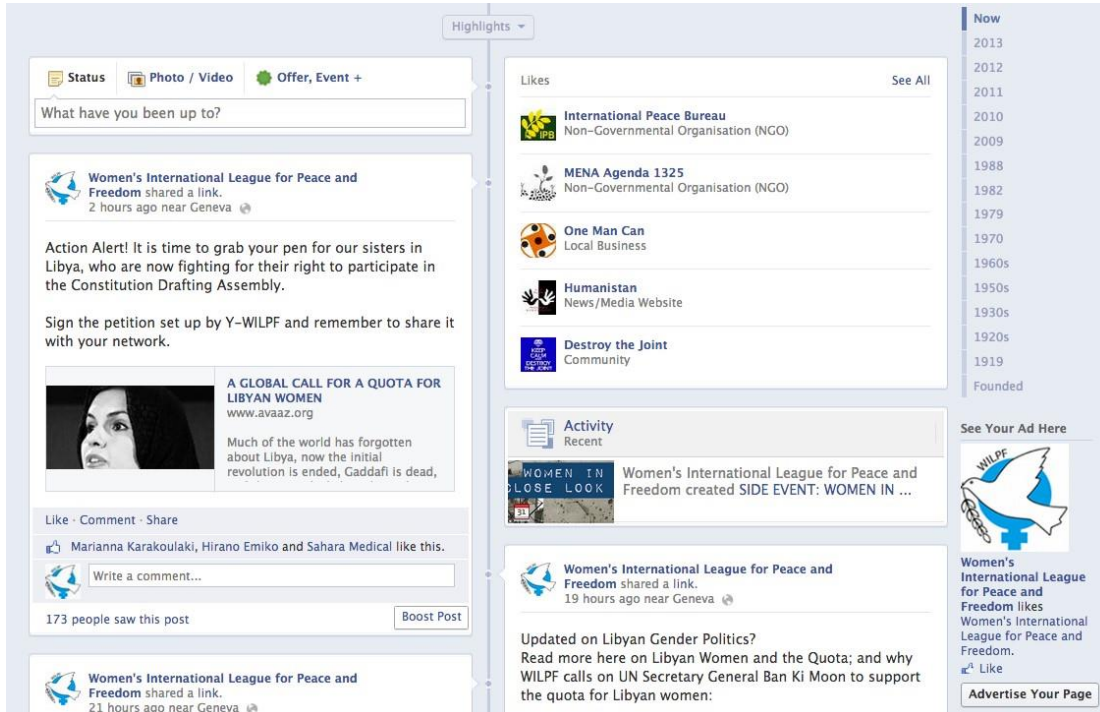
Here is an example from 1965:



The screenshot shows a Facebook post from 1965. The post title is 'Martin Luther King celebrates WILPF' and it is dated '28 April 1965'. The post text reads: 'Martin Luther King spoke at the 50th anniversary of WILPF'. Below the text is a photograph of Martin Luther King Jr. speaking at a podium. A banner in the background reads 'WOMEN'S INTERNATIONAL'. The post has 'Like · Comment' and '1' like visible at the bottom.

## Wall

We post our status updates on the “wall”. It looks like this:



To avoid spam and content that is not relevant to our cause, we have unticked the option allowing everyone to post text, photos and videos on our timeline.

People can, of course, still comment on our status updates. We recommend Sections to do the same. Manage this under:

Admin panel ⇒ edit page ⇒ edit settings

### Women's International League for Peace and Freedom

[View Page](#)


Unpublish Page [?]

Country restrictions  [What is this?](#)  
 Only show this page to viewers in these countries  
 Hide this page from viewers in these countries

Age restrictions  [What is this?](#)

---

**Posting Ability**  Everyone can post to Women's International League for Peace and Freedom's timeline  
 Everyone can add photos and videos to Women's International League for Peace and Freedom's timeline

**Post Visibility**  Show the box for "Recent Posts by Others" on the top of Women's International League for Peace and Freedom

Default visibility of posts by others on Women's International League for Peace and Freedom's timeline:  
 [?]

**Tagging Ability**  People can tag photos posted by Women's International League for Peace and Freedom

## News feed

Your news feed is not the same as your wall. You access your news feed by clicking on “Home” in the top menu (from your Facebook page, not from your personal profile):

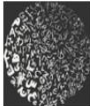


Here you can follow all the updates from the organisations you have “liked”.



### Humanistan via PEN International

PEN International joined 95 other human rights and civil liberties organisations in a statement to the UN Human Rights Council raising concerns about the recent PRISM revelations.



PEN International - PEN International Joins Civil Society statement on PRISM to UN Human Rights...  
[www.pen-international.org](http://www.pen-international.org)  
 PEN International celebrates literature and promotes

Like · Comment · Share · 4 · about an hour ago ·

Remember that Facebook is a type of SOCIAL media.

To be SOCIAL, you are expected to comment, share and like other organisations’ updates – and every time you do so, you post your profile picture/logo on their update... and you can generate traffic from their Facebook page to your own Facebook page. Smart, huh?



### WILPF España

Desde la Liga Internacional de Mujeres por la Paz y la Libertad nos oponemos al envío de armas a Siria. Porque las armas no solucionarán el conflicto, pero sí harán que aumente el número muertos, de desplazados... de violencia... ¡Es necesaria y urgente una solución negociada YA!!

<http://www.wilpfespanya.blogspot.com.es/2013/06/carta-de-la-seccion-italiana-de-wilpf.html>

See translation



WILPF España: Carta de la Sección italiana de WILPF a Emma Bonino por su oposición al...  
[wilpfespanya.blogspot.com](http://wilpfespanya.blogspot.com)  
 Copyright © 2009 WILPF España Powered by Blogger. Blogger Templates designed by Deluxe

Like · Comment · Share · 50 minutes ago near Madrid, Spain ·

Every time you post one status update, you should comment, share or like at least five other organisation’s updates.

## Maximising Visual Clarity by Sizing and Dimensions

This part of the guide includes important information regarding the proper sizing and dimensions of images on Facebook in order to maximise visual clarity. It will help you maneuver and properly display your images, helping you avoid common sizing mishaps.

Facebook constantly rebrands and user interface changes quickly, so this guide is relevant for the 2014 Facebook design.

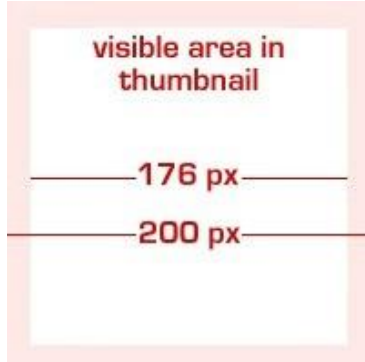
### Cover Photo

This image is sized at 851 pixels wide by 315 high. If you upload a larger image you do have the option of shifting and moving your image around within the frame.

If you want to improve your image quality you can always upload a photo with dimensions of 1702 pixels wide by 630 pixels high. Facebook will resize it for you and the end result is a sharper image.

## Profile Picture

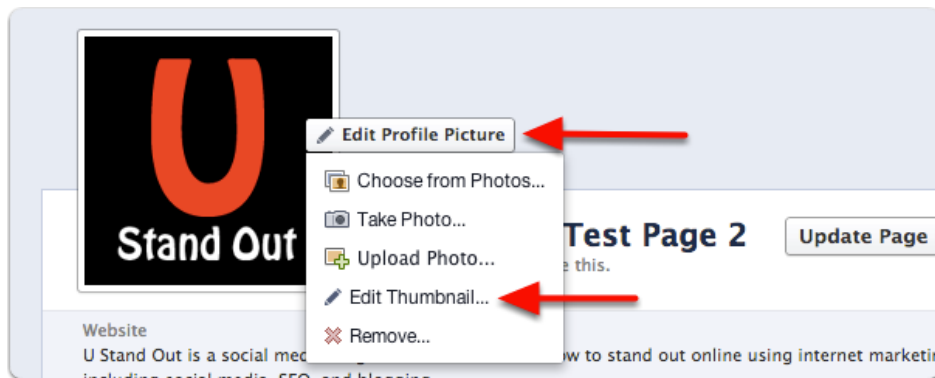
Facebook recommends that your profile picture be 200 pixels wide. The minimum uploading size is 180 pixels wide. Be careful though, Facebook crops the profile picture, resulting in a visible image of 160px by 160px.



Luckily someone has already created a Photoshop template to deal with this exact problem. There is a layer in this template that takes into account the layer that obscures part of the photo. By using the template you can gain an idea of how to size and crop your photographs.

Also, if your image appears fuzzy, try resizing it to 320px by 320px.

Also remember that if your image isn't completely square you can drag your thumbnail around within the frame.



Just click on "Edit Profile Picture" then "Edit Thumbnail" and as Facebook says, just drag the image to adjust how it fits within the frame and save!





### Facebook Link Thumbnail Image

This is probably where you will run into the most problems. There are several important things to remember. First, make sure that your image is in a 1.91 x 1 aspect ratio. In other words, the width of the image needs to be 1.91 times its height.

Facebook recommends a 1200px by 627px image. If you don't have a photo with such high resolution, focus on the minimum resolution size for a photo.

In order to prevent your image from becoming a small square that fits to the left of your link, make sure your photo is at least 400px by 209px. Otherwise, Facebook will resize your photo to 154px by 154px or 90px by 90px.

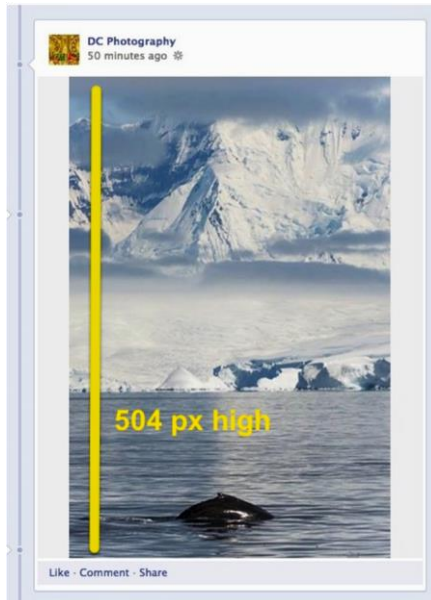


Weirdly enough, photos are sized differently to appear on Mobile or Desktop News Feed. So if you want members to see a fully sized image on their mobile instead of a 100px by 100px picture, make sure the photograph is at least 560px by 292px. The picture above will help remind you when you forget!

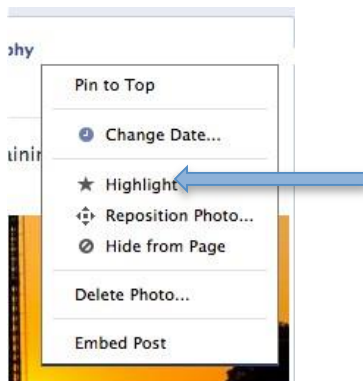
### Photo Thumbnails on Page Timeline

When you upload a photo onto your Timeline page, what Facebook actually generates is a thumbnail of that image. This generated thumbnail is allowed to fit within a 403px by 504px frame. If you want to maximise the visual space, upload a photograph at exactly 403px by 504px.

If you upload a vertical or portrait photograph that is higher than 504px, it will be cropped. If this portrait photograph is less than 403px wide, it won't fill the width of the frame. Instead, there will be gray space on either side of the photograph, as the picture below demonstrates. If you upload a horizontal or landscape image, it will fill the width of the thumbnail frame, 403px.

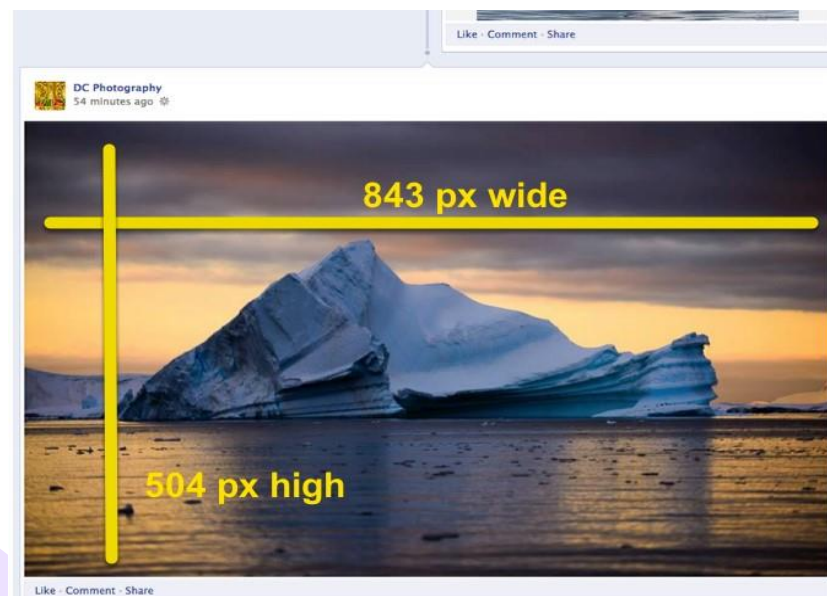


So if you want to maximise your uploaded picture, make sure that it is 403px wide and 504px high or the equivalent ratio (e.g. 806px by 1008px).



If you want to display an even larger photograph, you can choose to “highlight” the image. The image will then potentially fill a frame of 843px by 504px. This will occupy the width of both of columns of the Timeline page.

You can also choose the option, “Pin to Top” if you want an image or a post to remain featured at the top of your page Timeline



### **Facebook Events**

I haven't played around much with photos for events, so I will refer you to this Facebook page: <https://www.facebook.com/events/336235416488540/>

This page contains plenty of details about the sizing for how your event picture will display.

### **Sources**

For extra help, check out these links:

<http://www.jonloomer.com/2014/01/20/facebook-image-dimensions/>

<http://searchenginewatch.com/article/2262165/Facebook-Photo-Sizes-Cheat-Sheet-for-Marketers-Apps-Ads-Albums-More>

<http://havecamerawilltravel.com/photographer/images-photos-facebook-sizesdimensions-types>

### ***How does Facebook work?***

When people meet WILPF on Facebook for the first time, most of them will do it through their friends' walls and updates, which they can follow on the own news feed. This means that if a friend comments/likes/shares our posts or pictures, this will be shown to them in their news feed. And this is how people will find our page. A minority will find us by searching or by following a direct link.

This is why it is not enough that people like our page. In fact, most followers never return to a page after they like it. We need to maximise the visibility of every post: if we don't get our followers to like and comment on our posts, they will stop seeing our posts (and their friends as well!)

### **Our strategy**

We need to bear in mind that status updates are extremely important to increase our Facebook Search Engine Optimisation (SEO), that is to say, the process of improving our Facebook visibility.

Our strategy is to write good engaging status updates, which: Get likes, Get comments, Get shared

And to push people to do something more than just reading your update, you need to create a "call to action". Here are some ideas on how you can do that.

**How to encourage people to like our update?**

To get likes, write “Like this post if ...” and keep the second part simple.

The tip is that you have to choose something that you are pretty sure minimum 60% of our followers like. As all our followers are interested in peace, women, security and militarisation, we can be pretty sure that they will respond positively to posts directly linked to such topics.

Examples:

- Like this if you think ...
- Like this if you believe that ...
- Like this post if you want ...

**How to encourage people to comment?**

To get comments, ask questions! The best questions are the open-ended ones. Think in journalistic terms, use questions on what, why, how, rather than yes or no answers.

Examples:

- What do you think about...
- How do you feel about...
- What are your goals related to...
- You could change one thing about... what would it be?
- Or ask them to fill in the blank, for example:
  - I believe peace is \_\_\_\_\_. Fill in the blank and tell us!

How to encourage people to share? Again, ask them.

- Please share this if you...

## ***Dos and Don'ts***

### *What we share:*

- Success stories about WILPF
  - Our followers want to know what we are doing and are happy to read that we are making progress. If possible, also include charts/graphs to show that.
- Photos
  - People love photos! They want to see who we are and where we work (see the One Billion Rising campaign on WILPF International's Facebook page). Every status update needs to have a photo or video. But bear in mind that this does not apply to cover photos, which need to look more professional.
- Videos
  - Again, people love visual content. Ideally, we should share at least one video related to our work every month.
- Breaking News
  - The 24-hour news cycle make it possible for us to share news and articles related to our work and missions when they are still fresh. Breaking news can be shared in two ways: by sharing the URL of an article published on a renewed newspaper/magazine, or by writing a short blog on the topic and then sharing its URL on Facebook.
- Other Calls to Action
  - Facebook updates can also be used to encourage people to:
    - Subscribe to our newsletters
- Sign online petitions, etc.

### *What we do not share*

- Religious content
  - We are not a religious organisation and religion is not part of our core mission, so we do not publish anything aimed at supporting or criticising any religion. However, that does not mean that we are not allowed to publish or comment news involving religious institutions and practices when they are related to our human rights, disarmament, peace and women's security work and mission.
  - We do not wish our Facebook followers "Marry Christmas" or "Happy Easter": they belong to different religions and do not have the same religious celebrations.
- Content not relevant to our work and mission
  - Our target audience is a niche of people interested in human rights, disarmament, peace and women's security. That's what we write about. Any other content not related to that, like stuff on women's physical appearance or improving your domestic relationship, is not our business.

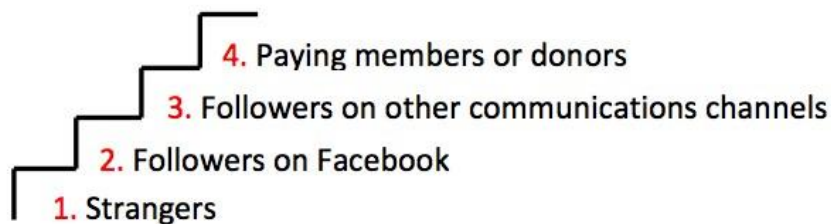
- ***Not sure? Sometimes you may come across content you like, but you are not sure whether it is relevant to our work and mission, or whether it fits with our public image. If in doubt, just don't share it.***

## Best Practices: Reaching the Three Goals

- Goal 1: To brand ourselves
  - Strike the right register: Since most of our communication on Facebook is through status updates, producing quality engaging status updates is one of our priorities. And writing a good status update without any basic knowledge of linguistics and of the concept of “register” is like hoping to fish without a net.
  - Register refers to the way we use language in a specific situation. It is affected by:
    - Who we are (and how we communicate in our time, space and society)
    - Time: we live in the 21st century and need to write for people living in the 21st century. Avoid using obsolete words and use new words, neologisms, sparingly to reach an intended effect, like piquing the reader’s curiosity.
    - Space: we all come from different countries, but need to bear in mind that WILPF is an international organisation. We should use language in an inclusive way to reach the largest possible audience. Write in a way that is clear and comprehensible for everybody. Avoid regional expressions.
    - Society: Facebook users come from all social classes and all levels of education. Again, we want to be inclusive, so write in a way that is comprehensible for everybody.
  - What we use language for:
    - Field: This is our subject matter. We work on human rights, peace, disarmament, and security, so we should write about that, not about something that has nothing to do with our work and mission. For more info on what to write and what not to write, read Dos and Don’ts.
    - Tenor: This is the level of formality. Facebook is an informal platform. So, don’t use a formal language. It’s like wearing a tuxedo in August at the beach.
    - Mode: On Facebook, we use written language. So, make sure you spellcheck your grammar, avoid using too many abbreviations (“coz u dunno” is not very easy to read and makes us sound like teenagers) and do not abuse punctuation marks (“!!!!!!” or “.....” are quite irritating for readers.) Use a rather informal engaging register, but not an alphabet one!
    - Keep status updates short
    - Our followers don’t read every single word, they skim. Remember that our followers DON’T see our updates on our page, they see them on their own news feed.
    - **Don’t like your own posts:** It is like high fiving yourself in public. And that’s not nice.
  - **Tag and/or like other pages to build partnerships:** Like other pages and use @nameofpage to tag our partners in status updates. The partner

will receive a notification of new likes and the update will be visible on our partner's wall. This can help WILPF to build partnerships within the online community.

- **Post no more than three status updates per day:** Facebook is not Twitter. Posting too many updates annoys peoples. We do not want our followers to think that we are spamming them.
- **Goal 2: To maximise traffic to our other communications channels**
  - Always share a link in our status updates
  - Try to share a link to our blog, webpages, newsletter subscription page, etc. The more our communications channels interact, the more we build our branding, visibility and respectability in the eyes of our followers and that is what will push them to follow these steps:

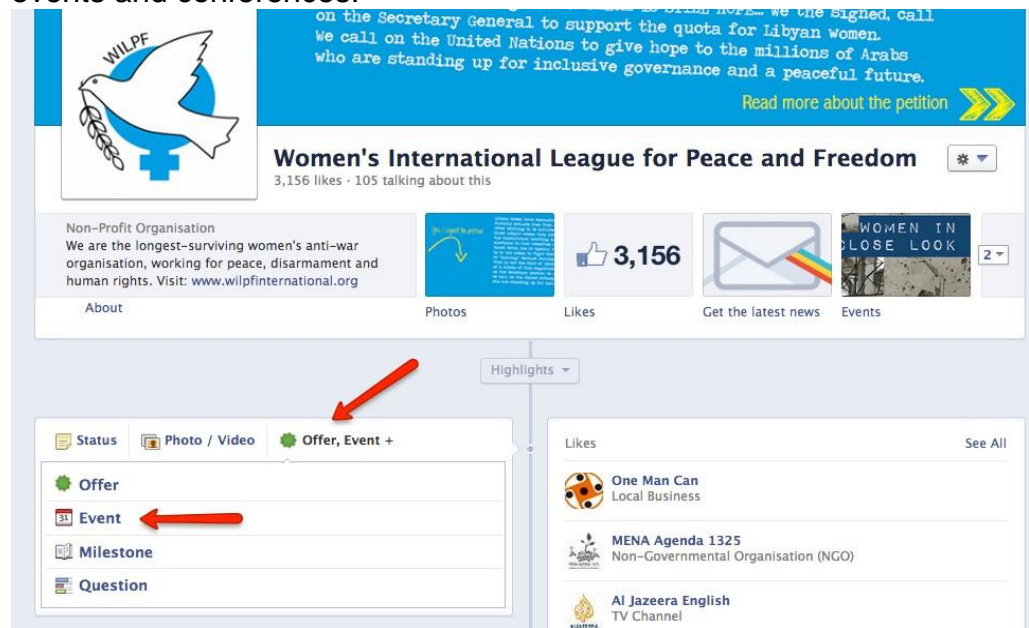


- When you add a link in a post, Facebook automatically pulls in the photo, page title, and description. Remember that you can always change the following elements:



- URL: always delete the URL from the post. No worries: it will not remove the link itself.
- Title of the link: click on it and rewrite it if you feel you can make it more relevant for our followers.
- Description of the link: again, click on it to rewrite it.

- Thumbnail (the picture our followers will see): choose the one that looks most interesting. If none of the images really fits, then select “no thumbnail”.
- Never post a link without telling the follower WHY they should click on it (unless you can make this clear in the title and description). Add a “call to action”, for example:
  - Check out our blog today because ...
  - Check out our latest press release because ...
- Integrate our Facebook page into our other communications channels
- Adding an icon with a link to our Facebook pages in our website, newsletters, blog, email signature, reports and printed material is a good way of promoting our presence on social networks and maximising traffic among our communications channels.
- **Goal 3: To get new paying members/donors**
  - Engage with our followers
    - The more we listen, the more talking we will get. The more we talk (about ourselves), the more our followers will turn off.
  - Use Facebook events
    - Click on Offer/Events and then on Event to promote fundraising events and conferences.



- **Develop a thick skin to the criticism of others**

- Handling discussions and learning from constructive criticism, whether positive or negative, is very important. Developing a thick skin, being respectful and letting some comments slide off our back are key elements to strengthen our public image and contacts network to hopefully attract

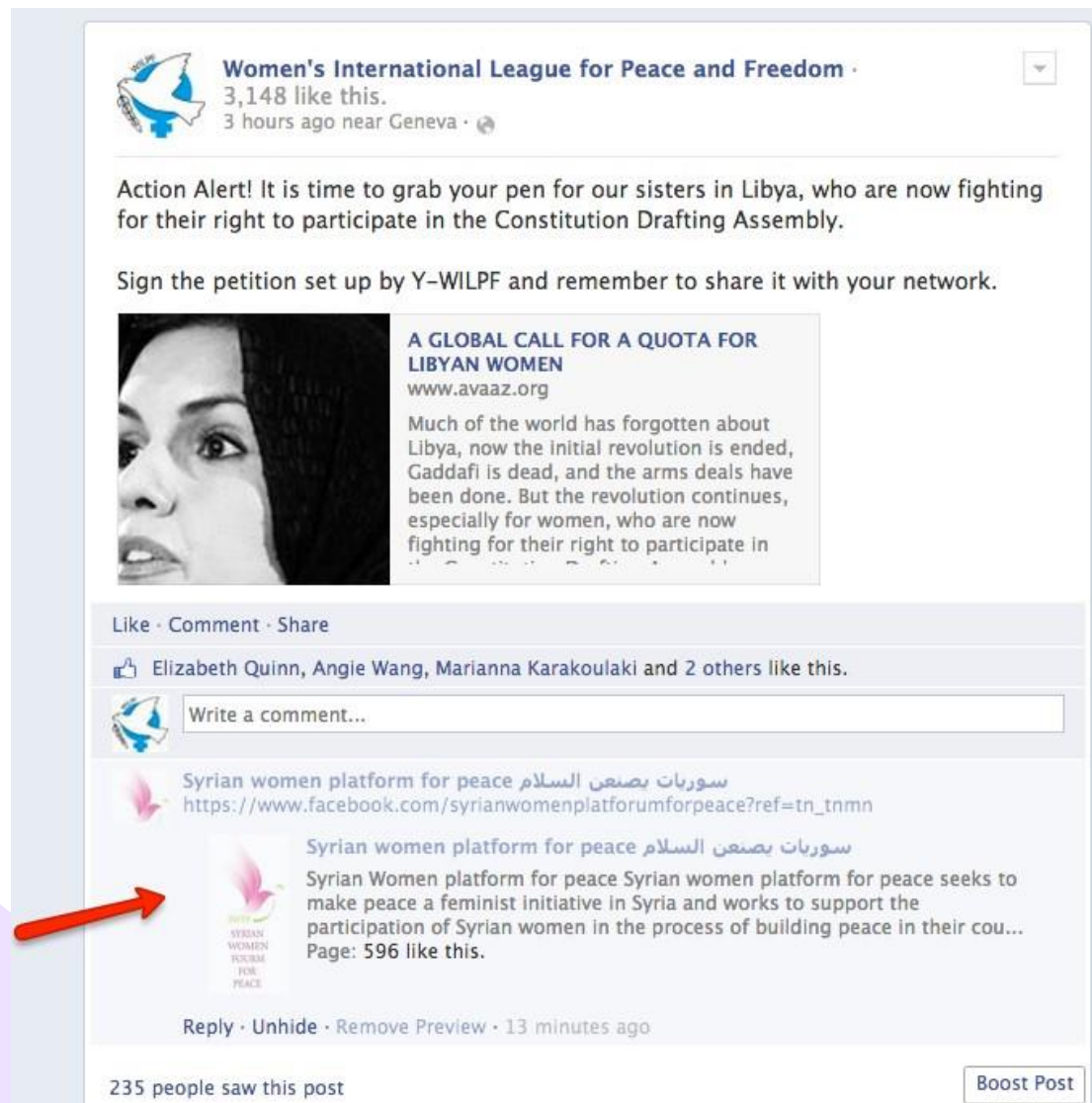


new potential members and donors.

### Criticism and Discussions

You can always delete comments and block people who misbehave on your Facebook page, but always **think twice**.

At the Secretariat, we very seldom block people. But we do delete comments that contain links to stuff not relevant for us, as we see that as spam. Here is an example of a “hidden” comment:



**Women's International League for Peace and Freedom**  
 3,148 like this.  
 3 hours ago near Geneva · 🌐

Action Alert! It is time to grab your pen for our sisters in Libya, who are now fighting for their right to participate in the Constitution Drafting Assembly.

Sign the petition set up by Y-WILPF and remember to share it with your network.

**A GLOBAL CALL FOR A QUOTA FOR LIBYAN WOMEN**  
[www.avaaz.org](http://www.avaaz.org)

Much of the world has forgotten about Libya, now the initial revolution is ended, Gaddafi is dead, and the arms deals have been done. But the revolution continues, especially for women, who are now fighting for their right to participate in the process of building peace in their countries.

Like · Comment · Share

Elizabeth Quinn, Angie Wang, Marianna Karakoulaki and 2 others like this.

Write a comment...

**Syrian women platform for peace** سوريات يصنعن السلام  
[https://www.facebook.com/syrianwomenplatforumporpeace?ref=tn\\_tnmn](https://www.facebook.com/syrianwomenplatforumporpeace?ref=tn_tnmn)

**Syrian women platform for peace** سوريات يصنعن السلام  
 Syrian Women platform for peace Syrian women platform for peace seeks to make peace a feminist initiative in Syria and works to support the participation of Syrian women in the process of building peace in their countries.  
 Page: 596 like this.

Reply · Unhide · Remove Preview · 13 minutes ago

235 people saw this post Boost Post

We have hidden it, as it is not a comment on the situation in Libya, but a commercial for another Facebook page.

When somebody disagrees with our status updates, we take a deep breath and wait a bit. Often somebody else will soon contribute to the debate with another opinion and we

don't want to stop a free debate after only three minutes by defending ourselves or dragging back our opinion. We always wait a bit and then we will join the debate.

### **Support**

Facebook's Customer Service receives thousands of emails every day. This means that the quickest way to find answers to your questions is through Google search, FAQs, Help Forums or the blogosphere.

*Visit Facebook's Help Centre at [facebook.com/help](https://www.facebook.com/help) to find out more.*

## **HOW TO GET SUCCESS ON TWITTER?**

### **Introduction: What is Twitter all about?**

Twitter is a platform in which users share their thoughts, news, and information in 140 characters of text or less. Twitter makes global communication cheap and measurable. Profiles are (usually) public — anyone in the world can see what you write, unless you elect to make your profile private. Users "follow" each other in order to keep tabs on and converse with specific people:



WILPF uses Twitter to advocate for its cause and to encourage its online community to take action (by visiting our website and blog, signing up to our newsletters, making a donation, participating in advocacy campaigns).

It is also an entry level for potential new members and followers.

### **Signing Up**

In order to engage in conversation, you must introduce yourself. By creating a handle (username) you can quickly describe who you are. A handle is essentially your address, and is how people will interact with you and include you in conversation. WILPF's handle is @WILPF, PeaceWomen's is @Peace\_Women and Reaching Critical Will's is @RCW\_, for example.

Our profile picture, header image and bio reflect who we are:



The screenshot shows the WILPF Twitter profile. The header image is blue and features the text "OF ACTIVISM against gender based violence" on the left, a central "16 DAYS" logo, and "OF DISCOUNT on WILPF's Conference Women's Power to Stop War" on the right. Below the header, the profile picture is a white dove with a female symbol. The bio states: "The Women's International League for Peace and Freedom (WILPF) brings women together to oppose war, violence and global militarisation. Everywhere :-). wilpfinternational.org. Joined July 2009". A tweet from WILPF is visible, mentioning a member of @WILPF\_Espana who came to Geneva to give crucial information during the #UPR pre-session.

### Following and Followers

You can find people to follow in a few different ways:



The screenshot shows the "Who to follow" section. It lists three accounts: Michel Forst (@ForstMichel), Women's Aid Ireland (@Wo...), and A Peace of My Mind (@apea...). Each account has a "Follow" button. A red callout box labeled "Suggested accounts to follow" points to the list. Another red callout box labeled "Find friends" points to the "Find friends" link at the bottom of the section.

Follow your friends and organisations you know, at first. When you open your account, Twitter's algorithm doesn't know you very well, and thus, cannot logically suggest people for you to follow. Following people you know will make your initial foray more worthwhile.

You may also want to explore people your friends are following to naturally increase your Twitter perspective.

Once you get rolling, Twitter will give you better follow suggestions, based on your interests. If someone follows you, there's no requirement to follow them. If someone is tweeting too much and clogging your feed, feel free to unfollow him immediately.

## Join the conversation

Now that you've been observing the updates and musings of those you follow, it's time to join the conversation. You could try to send a 140-character observation and hope someone sees it, but there's a better way to engage with people around your interests.

When you see a particularly fascinating tweet, click "reply" and add your two cents.

Interacting with ordinary people is a great way to get the hang of the "@mention" (just use the "@" sign before that person's handle). Clicking "expand" or "view conversation" on a tweet will display all the responses that message received, including tweets from people you aren't following. You can see when someone follows or @mentions you in the @Connect tab at the top of the page.

Here's an example of a conversation:



You might also notice a vertical blue line connecting some tweets. When two or more users you follow are involved in a conversation, Twitter automatically groups those messages together on your timeline, displayed chronologically from when the most recent tweet was sent. Up to three messages in the conversation will appear on your timeline, connected by the vertical line. If there are more than three messages in the conversation, click on any one to view the entire conversation.

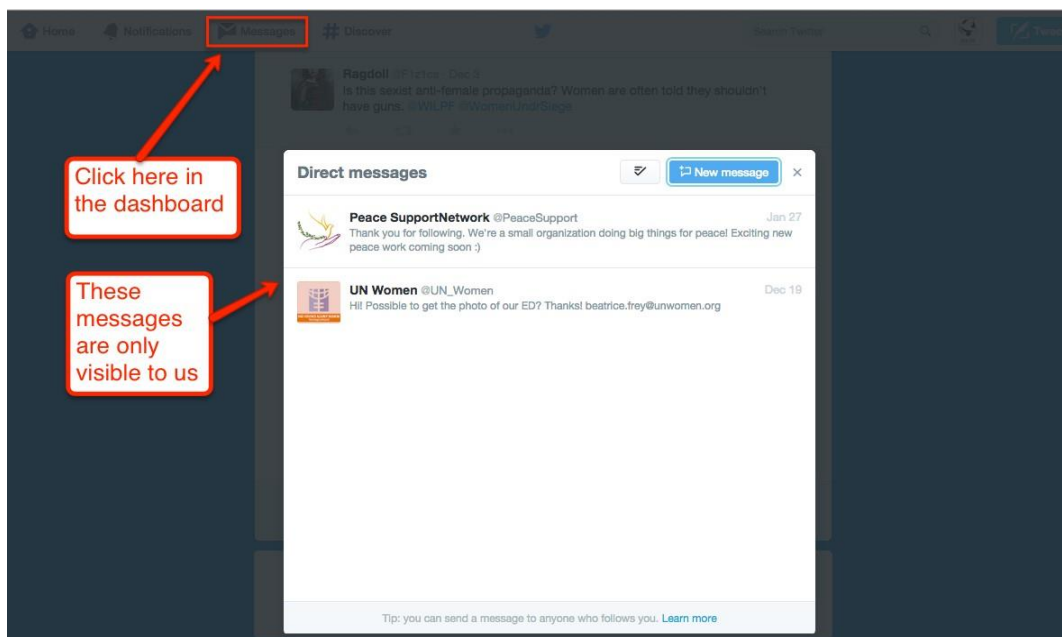
Once you feel comfortable with these tools, it's time to start interacting with more influential Twitter users. Twitter gives you the power to directly connect with government officials, celebrities and cultural movers and shakers. By @mentioning specific people,

the odds that they see your conversation increase drastically. Who knows? They might even respond or retweet to their own personal audiences.

### ***Direct communication***

Another way to communicate with Twitter is through direct messaging (DM). The messages are private, between you and the receiver, but keep in mind what you say could still be leaked – so make sure whatever you send is something you'd feel comfortable having publicly posted.

To enable the feature, go to settings and look under the "Accounts" section, where you should see a check box marked "Receive direct messages from any follower."



### Retweeting

Retweeting is a common way to share something interesting from someone you follow to your own set of followers. Pertinent information tends to spread virally via retweets. It's important to remember that a retweet should be thought of as quoting someone or citing a source. There are two kinds of retweets: direct retweets in which the original tweet and Twitterer handle appears, and indirect retweets in which you copy the text and precede with "RT @handle...".



### Hashtags

Hashtags label and indicate the subject matter of certain conversations taking place on Twitter. The hashtag is represented by the number sign "#." Putting one of these little symbols in front of a word or phrase indicates a subject you think is worth talking about. The words you use after the hashtag become searchable because Twitter tracks them. That is to say, if you click on a particular hashtag, you'll be able to see all tweets that have also used that hashtag. It's a grouping mechanism that allows you to get the general public's sense about a specific topic or issue.



### Photos

People love photos! They want to see who we are and where we work (see OBR campaign.) However, Twitter is not Facebook, so not every tweet needs to have a photo.

### Breaking News

The 24-hour news cycle make it possible for us to share news and articles related to our work and missions when they are still fresh. Breaking news can be shared in two ways: by sharing the URL of an article published on a renewed newspaper/magazine or by writing a short blog on the topic and then sharing its URL on Twitter.

### Other calls to action

Tweets can also be used to encourage people to: §  Subscribe to our newsletters §  Sign online petitions, etc.

### Mobile Apps

Twitter is all about what's happening now. And let's face it: Not a ton of interesting things happen at your desk. That's why it's important to keep up with Twitter while you're on the go.

## Goals

- Increasing our Twitter visibility
  - In order to maximise our visibility on Twitter, we need to grow our followers base through retweets and mentions. If our tweets are never retweeted and our profile is never mentioned, we will remain in Twitter obscurity and we will not get exposed to potential new followers. So, our goal is:
    - Getting our tweets retweeted
    - Getting our profile @mentioned
- Maximising traffic to other communications channels
  - Increasing our visibility on Twitter means increasing the possibility that our fans and followers will visit the other communications channels we have.
  - Twitter can be a powerful tool to divert and maximize online traffic to 1.0 communications channels (our websites [www.wilpfinternational.org](http://www.wilpfinternational.org) - [www.MENA1325.org](http://www.MENA1325.org)) and to 2.0 platforms (our blog and our Facebook, Instagram, YouTube and Flickr profiles).
- Getting new paying members/donors
  - The final aim of increasing our Twitter visibility and maximising the traffic to our other communications channels is getting new fans and followers, which will hopefully become paying members and/or donors.

## Best Practices

- To increase our Twitter visibility
  - Make sure that our Twitter profile matches our branding
  - Ideally we should have a simple background image matching our branding colours and including our logo and website. The side of the background image is 1280 x 800 pixels. Make sure that the avatar is used strategically to match our logo and build our brand visibility.
  - Have a look at:
    - Settings > Design > Change design colours or Settings > Design > Change background image.
- It is ok to tweet up to six times per day
  - Twitter is a microblogging site and, as such, its etiquette is different from Facebook's. Most Twitterers only read tweets in their timeline in real time: that means that the lifespan of a tweet is 90 minutes. So, it is completely fine to post up to six updates per day, ideally spacing them out throughout the day to accommodate people's different time schedule.
  - Posting too many tweets at the same time can be annoying, so you need to strike the right balance.
- Use an informal style
  - Twitter is not place for language purists: space limits (140 characters) make the use of abbreviations much more acceptable than on other communications channels.



- As usual, you are allowed to use an informal style, but make sure to spellcheck your grammar and to keep a consistent “voice” (in terms of engaging tone and style).
- Use hashtags strategically
  - Hashtags are hyperlinked within Twitter, which allows Twitterers to discuss issues in real time and view all tweets with that specific hashtag.
  - That said, avoid abusing of them. As usual, less is more: we do not want to be perceived as hashtag spammers. One, maximum two hashtags per tweet is fine and not all tweets need a hashtag.
- Retweet and reply often
  - The more we promote others through retweets and replies, the more we hope in turn we will get retweeted and mentioned (the power of good karma in technology should not be underestimated). That is the best way of reaching our goal of increasing our Twitter visibility.
  - Use the @ symbol to tweet to our partners and follow them
  - Using @nameof profile allows us to tweet directly to our partners and that is a good way of builds partnership.
  - Another good practice is to follow our partners (experts suggests a 1:1 followers and following ratio) because:
    - More Twitterers are likely to follow us if they see that we follow them in return
    - Twitterers cannot message us directly if we do not follow them
    - Twitterers get an email saying that we are now following them (only if they configured their account to receive email notifications). That builds our brand recognition and creates partnerships.
- To maximise traffic to our other communications channels
  - Add a call to action
  - Try to add to every tweet a link, ideally to our other communications channels (website, blog, newsletters subscription page).
  - Use bitly.com to shorten your links and URL (it is also useful to keep track of the click rate).
  - Integrate our Twitter profile into our other communications channels
  - Adding an icon with a link to our Twitter profile in our website, newsletters, blog, email signature, reports and printed material is a good way of promoting our presence on social networks and maximising traffic among our communications channels.
  - To get new paying members/donors
- Engage with your followers
  - The more we listen, the more talking we will get. The more we talk (about ourselves), the more our followers will turn off and unfollow us...
    - Create a unique hashtag for campaigns

- To promote funding or other kinds of campaigns on Twitter, create a unique hashtag and ask our partners to use it in their tweets, such as #WSW for the Women's Power to Stop War global movement.
- Code of conduct
  - Our Twitter profile is a personalised representation and extension of our organisation. It is an integral part of WILPF's external Communications strategy and, as such, it should convey a compelling, professional image of our organisation as a whole and of the work we do.
  - The fact that most of the people are acquainted with the use of Twitter for leisure purposes comes with a degree of ambiguity as to what constitutes ethical behaviour when participating in social media in a professional capacity.
  - Our use of Twitter should uphold WILPF's high ethical standards and this code of conduct aims to provide specific guidance on best practice behaviour when using Twitter in our organisation's capacity.
- Guidelines for WILPF staff and members
  - WILPF strongly encourages active social media interaction as a medium of advocacy; however, it is important to understand that the impact of a person's social media presence can have repercussions on the public image of our organisation.
  - The following guidelines are intended at minimising the risk of social media usage harming our organisation.
    - Accuracy: Never post malicious, misleading or unfair content. Stay on-topic and only engage in discussions and comments related to our organisation's work and mission.
    - Professionalism: Always be polite and respectful of individuals' opinions. In the case of internal disagreements or discussions within WILPF, deal with that in a separate instance, not on the public wall of social media networks.
    - Respect: We do not accept offensive language and derogatory or deliberately insulting comments toward a specific individual or group.
    - Transparency: Our policy is not to delete comments posted by our fans and followers; however, we reserve the right to remove any offensive, vulgar or inappropriate comment.
    - Confidentiality: Do not disclose confidential information and do not share material that has not been cleared for public use. Be aware of intellectual property rights and make sure we own the rights before publishing material protected by copyright.

If you have any comments or questions, please send your feedback to communications (a) wilpf.ch. Terms and abbreviations

Here are some of the terms and their abbreviations (in parentheses) that are essential for understanding the network:

Tweet: A 140-character message.

Retweet (RT): Re-sharing or giving credit to someone else's tweet.

Feed: The stream of tweets you see on your homepage. It's comprised of updates from users you follow.

Handle: Your username.

Mention (@): A way to reference another user by his username in a tweet (e.g. @WILPF). Users are notified when @mentioned. It's a way to conduct discussions with other users in a public realm.

Direct Message (DM): A private, 140-character message between two people. You can decide whether to accept a Direct Message from any Twitter user, or only from users you are following. You may only DM a user who follows you.

Hashtag (#): A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #16days, #WSW). A hashtag is a discovery tool that allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don't follow.

The Twitter Glossary has all the terms and abbreviations you need to know to get by.

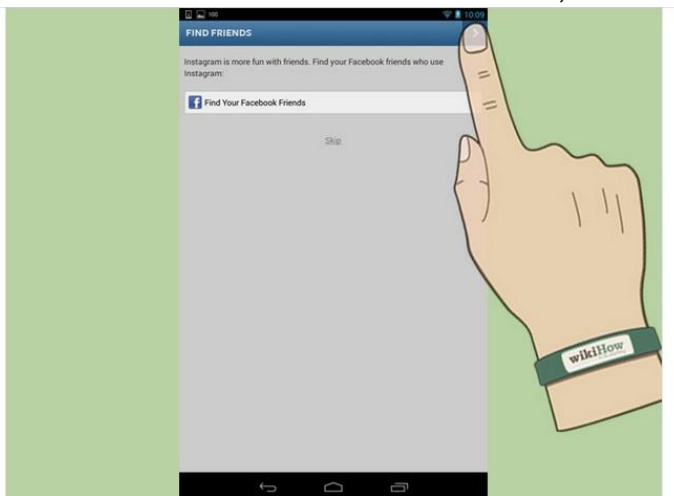
## HOW TO GET SUCCESS ON INSTAGRAM?

### ***Introduction to Instagram***

Instagram is a popular social network application that allows you to upload, edit, and caption your own photos. This simple guide shows you how to manage your account, take pictures and use Instagram.

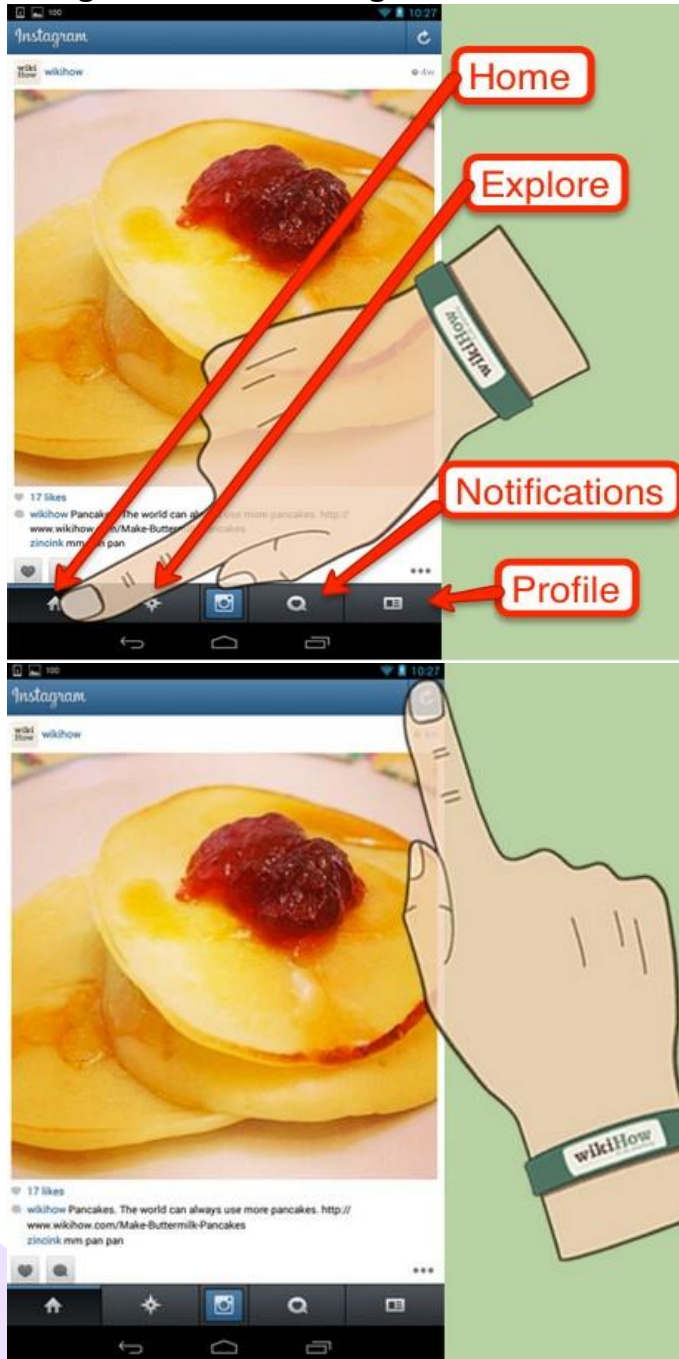
### ***Installing Instagram***

- Download the Instagram app. Go to the app store on your device, click on the search button, and type in "Instagram". Scroll until you find the app, select it, and click 'Install'.
- Launch the Instagram app. Tap the Instagram icon (a small camera with rainbow stripes) from your device's home screen
- Create an account. Click the "Sign up" button at the bottom of your screen and enter your email, username, password, phone number (optional), and upload a photo (optional) to create your account. You can choose to add a bit of personal information in the "about" section as well, including a personal website.



*Follow people. You can now optionally choose to import contacts and find friends from your contact list, Facebook account, Twitter account, or simply search for names and usernames. Following people allows you to see their posts in your newsfeed, and similar to Twitter, you can follow anyone including people you don't know personally if you choose. Click "Next" when you are finished.*

## Using the Tabs on Instagram



*Scroll through your feed. From within the “Feed” tab you can scroll through posts by all of the users you are following by. To get to the Feed tab, tap on the icon that looks like a house to the very left.*

*Click the refresh button in the top right corner to reload the tab.*



Like and comment other people's photos. Whether you are scrolling through your news feed or viewing images under the popular tab, you can show your interest by liking or commenting on them. To like a photo, you can either press the heart shaped button just under the photo, or you can double tap the image. To comment on a photo, click the small comment-bubble icon and type your comment when the keyboard appears.

View your own profile. To see an archive of your uploaded photos as well as a complete list of who you're following and who your followers are, you can visit your profile tab on the far right side (a square icon with a bubble and stripes inside of it). Here you can see all your photos, edit your Instagram user profile, and add or disable social

### ***Adding Photos on Instagram***

- Add your photos to Instagram. Clicking the “Share” tab will allow you to snap photos or select photos from your device’s photo albums. This is the large camera-shaped tab in the center at the bottom of the screen.
- Take a new photo for Instagram. If you don’t have the photo you want to post in your photo albums, you can take a new photo and upload it directly to Instagram. After clicking the ‘share’ button, click the camera icon in the center to snap a photo. (This requires an device with a camera such as the iPhone or an Android phone.) Click ‘next’ to move onto the next screen.
- Upload a photo from your photo albums. Take a great photo already? You can add this by clicking the layered photo icon from the bottom left to select a photo from your photo albums. Scroll through until you find the photo you want to add, and then tap it to select it. Click ‘next’ to move onto the next screen.
- Edit your photo. Instagram has minimal editing abilities, but it does give you some. You can choose to rotate your photo, add a frame, create a blurring effect, or brighten the photo by selecting each of the corresponding icons (in that order) on the screen. If you decide you don’t like the edits you’ve done, simply click the icon again to revert the edit.
- You can change the shape of the blurred effect by clicking the icon multiple times - you have the option of blurring the entire image except for a stripe or except for a round space. These can be moved by touching the photo and moving the blurred areas.
- Frames will only appear if you use a filter from the provided selection.
- Apply a filter to your photo. Instagram provides multiple filters that you can use to edit your photos. Click on the intertwined squares at the bottom left to choose a picture to work with, then select a filter from the choices that appear. You can only select a single filter, and to test them you simply tap each filter icon and your image will be altered. If you decide you don’t want any filters, the tile on the far left will revert your image back to the ‘normal’ settings. Click “Next” when you are finished.
- Add information to your image. Enter a brief description of your photo in the “What?” text input field. You don’t have to include anything, but are only able to add a description before you post the photo. Add hashtags here to provide a searchable query for others to find your photo with.
- You can also optionally select the “Where?” tab to add location info to your photo.
- Share your photo outside of Instagram. Click any of the social networks underneath “Sharing” that you want to post your photo on. Enter the username and password associated with your account to link it with your Instagram account. If you don’t want to share your photo anywhere except on Instagram, simply skip this step.
- Click "Done" to complete the process and post your photo. Your photo will appear in your “Feed” and also the feed of other Instagram users that are following you. It will also be posted to any of the social networks you selected.