**FII Contribution to Gender Digital Divide from a Human Rights Perspective**

1. **Advanced Use of Social Media**

Social media is the most influential and far-reaching mode of information consumption today. It is arguably the biggest source through which the youth read the news, form opinions and attitudes, and engage in sociopolitical commentary and debate. The core of a movement like feminism is in altering narrow mindsets and creating awareness about the perspectives of the marginalized which are often silenced or ignored. In the current social media climate, where sexist, casteist and discriminatory accounts are rampant, it is very necessary to counter them with a strong voice advocating for the rights of the marginalized, like our social media pages do.

Social media, thus, is one of the most effective ways to challenge parochial mindsets, thanks to the immediacy and reach that it provides. With a writer community that is mostly made up of young women, our social media platform allows them a reach on the mediums that they are most comfortable and active on. A share on Facebook, therefore, grants them a far wider reach than a printed page on a journal or magazine. Twitter, by nature of its platform, allows for organic reach, where even accounts with low follower counts receive traction once we mention them on our Twitter profile.

Finally, social media is a blessing to a new start-up like ours as it allows for an organic reach and the digital equivalent of ‘word-of-mouth’ engagement with our readers at little to no cost.

Feminism in India is active on the three major social media channels - Facebook, Twitter and Instagram.

Facebook: Our maximum engagement comes from our Facebook page, which has 41,000+ likes. We use Facebook to share a variety of multimedia content including our posts, images of our posters, and short and engaging videos. We ordinarily schedule 7 or 8 posts per day, with short write-ups of our articles and a thumbnail link to them. We also use Facebook Videos to share videos of our campaigns as well as informative videos.

For example, we recently created a 3 minute video documenting the recent #IWillGoOut protest marches in Delhi using live footage filmed at the march as well as short interviews filmed at the venue. This video received 30,000 views on Facebook alone. Similarly, we also made a short informative video on our campaign #DigitalHifazat, which was about online harassment/abuse against women, as well as one on the life of Amrita Sher-Gil, the Indian artist, both of which received good engagement as well, with 15,000-16,000 views apiece.

We also use Facebook to share infographics and posters about our campaigns. One of our very first on-ground campaigns was the #INeedFeminism campaign where we photographed people holding placards that talked about what feminism means to them, and put those photos on Facebook (with their consent). This campaign received wide engagement both from Facebook and then on news media articles which linked to our Facebook album of the campaign.

We also mobilise our writer community through Facebook. For our Survivor Stories campaign, which sought to expose the daily reality of sexual harassment for women, we made a call for stories on Facebook, which many of our followers responded to.This allowed us to post one powerful story after another, everyday for the globally held 16 Days of Activism.

Twitter: Our Twitter is the site of some of our most dynamic engagement with our follower community, due to the design of the platform itself which allows an easy back-and-forth with our audience. We have a rapidly increasing follower count, which now stands at 12K followers. We are a prominent account in the Indian Twitter community, both by virtue of being a verified account, as well as being Twitter India's safety partners.

Thanks to Twitter's dynamism, we were able to launch a hugely successful campaign early this year, in the wake of the shameful mass molestation case that occurred on New Year’s Eve in Bangalore. Just one day after the attack, the hashtag #NotAllMen was trending on Twitter, used by men seeking to dissociate themselves from these attacks of sexual violence on women, which in the process overshadowed and disrupted the more important and necessary conversation about the sexual violence women constantly battle in public spaces.

We put out a call for women to share their experiences of street sexual harassment with the hashtag #YesAllWomen, in a bid to reclaim the conversation. We wanted to steer the discussion to a more fruitful direction about women's right to public spaces, rather than one driven by the insecurities of men unwilling to look beyond their personal innocence to the larger, more toxic problem of sexual harassment which was a lived reality for #YesAllWomen. In a few short hours, the #YesAllWomen hashtag was trending as women poured in with their many, many stories of street sexual harassment. The tweets continued from that day onto the next, by which time, we had been covered by more than 10 media outlets and also had a couple of Twitter Moments created about the movement.

The conversation about women's right to public spaces continued across India, and resulted in a nation-wide collective movement called #IWillGoOut, in which more than 30 cities participated in a walk to reclaim public spaces on 21st January 2017. We were actively a part of the social media awareness team for this march, culminating in live-tweeting the Delhi chapter of the march, contributing to it being a trending hashtag on the 21st of January 2017. We live-tweeted the march with photos, videos, and tweets, all receiving a considerable amount of interest.

Instagram: We use our Instagram to publicise our posts by sharing images related to our posts and linking to them in our bio. We currently have about 2200 followers. A popular series of images we recently shared were those taken at the Mumbai Pride March by one of our correspondents, which received a lot of love on our page. Apart from these, we also share impactful comics, posters, and art. Currently, our Instagram is being used to share posters from our #IndianWomenInHistory campaign, which profiles one important Indian woman each day.

We have begun to use Instagram Stories from this year, using its ephemeral, 24-hour transience to share behind-the-scenes photos and videos from our office space, our advocacy campaigns, and our protest marches. On the day of the #IWillGoOut march, we used Instagram stories to film the protest march live and instantly share it with our followers. A select few of these 15-second videos were then posted to our main page as permanent posts.

Our social media is an intrinsic part of our company, as it is the biggest way in which we disseminate our daily content. To this end, we have a Social Media Manager that manages social media to catch daily trends and create content around those trends. Our expertise in social media has also led to us in conducting training and workshops on social media management for NGOs, NPOs and social enterprises. For example, we recently conducted a Digital Storytelling workshop at India’s first ever digital mela organized by Digital Empowerment Foundation – Prayag 2017.

1. **Reducing Gender Gap on Wikipedia**

What: Wikipedia Edit-a-thon

Why: We are all aware of the large reach and popularity of Wikipedia. However, what most people don’t know is that, according to a study conducted in 2011, only 9% of the editors at Wikipedia were women. And the percentage for India is even lower, just 3%.

Wikipedia recognises the systemic gender bias that is created because of factors such as these and thus enables its diverse range of users to edit and create Wiki pages, with reliable and authentic sources.

How: We choose a topic for each month and make an event page, announcing it on various online and social media platforms. We also partner with vernacular languages Wikimedia groups to create multi-lingual articles. During the event, the first hour will be dedicated to introduction and briefing on how to create and edit articles on Wikipedia. Then participants will work in groups or individually on a pre-made list of women who lack representation on Wikipedia. At the end of the day, all of this newly made Wikipedia pages will be collated.

What we will achieve: Feminism in India conducts monthly Wikipedia edit-a-thons exploring various facets of gender in India, thus increasing content on women and marginalized communities on Wikipedia as well as training women to create and edit Wikipedia pages and hence increasing the number of women editors.

Impact: New pages will be created or existing pages will be elaborated of women and marginalized people who currently lack representation on Wikipedia. These pages will not just be created in English but will be expanded to vernacular Indian languages. Women, especially from non-tech backgrounds, will learn a new skill both in terms of technology and research. Finally, this will help in reducing the gender gap both in terms of content and women editors on Wikipedia.

Previous Wikipedia Edit-a-thons conducted by Feminism in India: 1. Indian Women Poets and Authors, 2. Indian Queer Feminists, 3. Human Rights Activists in India