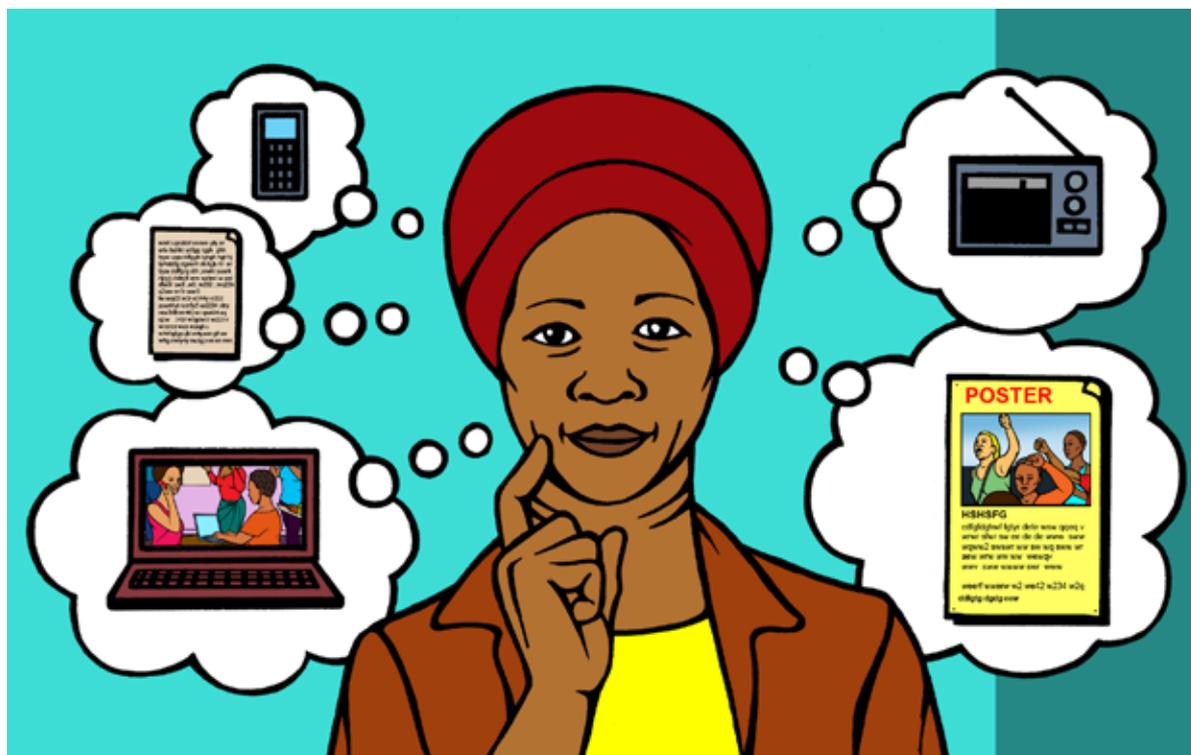


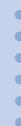
CHAPTER FIVE

Tools



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This is not an exhaustive list of tools – what we want to do is inspire you but also to make sure you are critical and strategic with all the tools you might use.

For each tool you will be able to find out:

- how it works
- what it is useful for
- risks
- alternatives
- case studies
- and be asked some questions to help you decide whether this tool is right for the task.

ICTs are types of *digital* tools we use to communicate. We don't want to ignore the value of more traditional communication tools like t-shirts, posters and pamphlets (which nowadays are produced using digital technology anyway) so we'll start with print, a traditional tool, not an ICT.



PRINT

Print publications, whether they are pamphlets, t-shirts or magazines, are an important part of activism. Like other media, most mainstream print publications such as newspapers and magazines are not produced with women's issues and struggles in mind.

Text is written or an image is designed and then it is printed onto a surface, depending on whether it is for a newsletter (paper) or a t-shirt (textile) or a sticker (plastic). There are different ways of printing. For example, newspaper organisations use huge printing presses, while small organisations can easily handprint a few t-shirts or posters.

Newsletters and magazines are print publications that are one-off or repeat publications. They are good for dealing with more in-depth information, discussions and articles.

T-shirts, stickers, badges and posters are perfect for short powerful messages. They give your work and activism visibility, and are especially effective when combined with action.



How print can be used

1. **You can make a magazine or newsletter to inform others**, including members, about what is going on, to educate and for people to express their views. For example, a magazine or newsletter can have articles, a letters page, an advice column and a notice board.

Magazines and newsletters are interesting and appealing when they have:

- A good balance of text and visuals
- Clear headlines and sub-headings
- Printed text that is easy to read
- Visuals like pictures or diagrams that help explain the text
- Information, like captions, or labels that describe what the picture is about



Visuals

Something that is visual relates to what we see. Visual images include photographs, drawings, maps or diagrams



How to make a magazine or newsletter

Producing a magazine or newsletter takes specialised skills and there are different roles involved besides the writing of the articles. Many magazines are produced by collectives, a group of people working together to make the magazine happen and who want to collaborate and draw.

Here are some of the traditional roles involved in creating a magazine. In a collective that is interested in addressing unequal power, these roles can be shared:

Publisher/editor: *A publisher or chief editor is the person who decides what will be in a magazine or newsletter. Sometimes these decisions are taken collectively. The editor also makes sure that all articles are clearly written without mistakes in the facts or in spelling and grammar.*

Writer/ author/ journalist: This is the person who does research and writes the articles or text.

Illustrator/ photographer: An illustrator will be responsible for drawing any pictures needed to illustrate an article. A photographer will take photographs to include in the article.

Designer: The design is the visual part of the publication. A designer makes decision about what the publication looks like, what information goes where and how to place images. The design includes aspects such as the size of the magazine or newsletter, the size of letters and the type of font, the number of pages, whether colour will be used, etc. The layout is the way that all the pieces, such as the text and pictures, are arranged on a page. People who work on design and layout professionally use computer programmes to do this work.

Proof-reader: Before printing the proof-reader reads through the article a few times to make sure there are no mistakes in spelling or grammar.

Printer: How expensive printing is depends on the paper you use and the number of colours. The cheapest is to use black and standard print paper.

Sources: You should always clearly source where your information/statistics/ quotes come from and/or who said it and when . E.g. There are 924,800 people living with HIV/AIDS in Malawi (Source: UNAIDS, 2009) or **“Women do not have money to buy nutritious food stuffs to sustain their health”** – Linnah, *Our Bodies Our Lives Campaign, Malawi*.

-
- 2. You can make a zine or e-zine to save money.** Print publications don't have to be expensive, glossy and professional. 'Zines' are simple magazines often using handwriting and illustrations. They are photocopied and stapled together. This gives it a very personal feel. You can type your zine content on computer and print it, fold the pages, photocopy and staple together in booklet form. It is important to get the pages right, so they read in the correct order.





Some printers allow you to print a booklet – so that it reads just like a magazine. Pamphlets which are great for advertising events can be made through the same way.



Making a zine, <http://rookiemag.com/2012/05/how-to-make-a-zine/>.

An e-zine (short for electronic magazine) is a website that is an electronic version of an existing print magazine. Most e-zines make money through including advertising but a few charge a subscription.



Making an e-zine

<http://www.feministezine.com/feminist/>

<http://www.hercircleezine.com/>

3. You can print a message on a T-shirt, poster and sticker

T-shirts, posters and stickers are all good ways of selling an idea. Like advertisements they have to be:

- noticeable by use of big letters, bright colours or messages and pictures that grab attention
- easy for the average person to understand
- summarise the message in a few words



Women Crossing the Line

Women from all walks of life are Crossing the Line every day to stand up for themselves, their families, their communities and the human rights of all people. They tackle violence, environmental degradation, corruption, stigma, and prejudice, all while fighting for their own rights with few resources and little recognition. When women speak up and organise with others for

change, together, they push against the boundaries of sexism, racism, and inequality often at great risk for their own safety.

“CAUTION: Women Crossing the Line” is JASS’ organically grown slogan. First created in Spanish in 2004 as part of a strategy to spotlight how women were resisting backlash, it was translated into English for t-shirts demanded by our allies in Africa and Asia to make our community visible at the 2008 AWID Forum in Cape Town. The original slogan was the product of a small JASS team, designed in-house by an activist who happened to be a great techie designer. Across JASS, the slogan is present everywhere in our work and particularly for street actions and spaces where our broader community rally. Women Crossing the Line has developed into a platform for bringing people together to amplify voices, visibility and impact.



www.justassociates.org/en/women-crossing-the-line

JASS’ widely-recognisable symbol speaks right to the heart of women across the southern African region – our stickers find their way onto laptops, diaries, notebooks and even cars. From rural activists in Northern Malawi to young women in Lusaka, the call to “cross the lines” of inequality and oppression rings true. In 2014, JASS translated the CAUTION: Women Crossing the Line logo into Chichewa and Shona.



Posters

Posters are a powerful way for activists to communicate an issue visually and creatively. Whether prepared digitally for online use, printed professionally on silkscreen or created by hand on paper or cardboard, posters can be a simple way to share information, raise awareness about a cause or issue, and catch attention. Posters can be a cost-effective way to communicate our messages if we make them ourselves with paint or markers.





A good poster needs to be simple, clear and striking. These rules apply whether you use words or a slogan/statement to get your point across or some kind of image. Your first step if you decide to use posters as a communication tool is to think about the purpose. Are you trying to share detailed information about a particular issue? Are you announcing an upcoming event like a rally or a march? Are you raising awareness about a critical issue? Do you want people to provoke or inspire people to action? Do you want to raise solidarity around a particular issue?

Many times, we may require different kinds of posters to communicate successfully. For example, a large banner on paper or silk-screen can be an effective way to get your message out there during a march or a rally.

If you want to share critical information such as community resources for women survivors of violence or key analysis of a particular issue, it might be more efficient to use smaller posters that lay out our points simply and can be handed out. Depending on our context, we might use hand-written posters or more expensive professionally-printed ones.

In 2012, HIV-positive women activists in Malawi came together to mobilise for better antiretroviral treatment and healthcare through an initiative called the *Our Bodies, Our Lives* campaign. They decided to use a march during the *Global Race to Save Lives from HIV and AIDS Conference* as an opportunity to shine a spotlight on their issue and get attention from not only national organisations but the world.

The women activists came together to develop **key** messages that they agreed on as a group. They did not want to misrepresent their issue and felt that it was important to have some consensus about what it is they wanted to say as a **collective** that represented thousands of other women around the country. Setting time aside to get this kind of input from our communities is an important step in unrolling feminist strategies and making the most of tools.





Some of the messages that the Our Bodies, Our Lives campaign leaders agreed upon were controversial. They demanded that the Malawi government, and specifically President Joyce Banda, make good on the promise to provide quality ARVs for all Malawian citizens.



It is crucial for us to take care when we use posters that might have photographs or other images that we do not use harmful stereotypes about women and that we get consent from anyone who is pictured. If we intend to put posters on a wall or a billboard, we may need to get permission and pay for the space we use.



Feminist poster project,

www.feministposterproject.wordpress.com/



Stencil a t-shirt:

www.takebackthetech.net/take-action/2007/12/04

What are some of the risks?



Wearing a message publicly on a t-shirt can make the wearer a target for people who are against your cause, so it is important to think through how and when you use t-shirt messages. The same can be said for stickers and posters. If people disagree with the message, the bearer could become a target.

It is important to get consent if you do use clear images of faces to ensure that women have a choice in how their images are used and also that you do not put them at risk in their communities or personal lives.



If you want the reader of the poster to contact your organisation, you must consider security and whether you use a general organisational contact address or not.

Where is the best place to put a poster? Is it positioned strategically so that people can see your message?



- *Think about messages on t-shirts and posters that you find inspiring. Why are these good messages?*
- *How do we develop our messages? Do we have the input of our constituencies and their experiences? Why is this important?*
- *Are we reproducing harmful images or stereotypes of women or the world in our images?*
- *How do we make it possible for people to consent fully to the use of their images in our posters? How do we gain permission to use photographs or logos that do not belong to us in our posters?*
- *Think about when you can wear these t-shirts, or where you can hang the posters so that they are most visible?*
- *How do we make sure that our posters, and the imagery we use on posters, is not re-creating stereotypes and harmful images about women or the world?*
- *What are the opportunities and risks of putting a phone number on a poster?*
- *How can you link them to actions you take? For example, a poster might also inform people about a meeting around a campaign, or a t-shirt might be made specifically for protest action.*

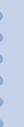


Positives and negatives of print

Positives

Pamphlets, newsletters and magazines can reach audiences who don't have access to the internet, TV or radio. They can be kept, re-read and shared with others.

Posters, t-shirts and stickers are great ways of getting a message out there in a way that is very public, easy-to-notice, reaches large numbers and is appealing.



T-shirts and badges can create a sense of belonging or group identity amongst members.

Negatives

Printing and materials can be very costly, especially high quality, glossy magazine-style material. However there are cheaper ways of doing this.

The following are examples of how feminist activists have used print:



Sister Namibia

In Namibia, Sister Namibia publishes a magazine covering issues affecting women in Namibia but also all over the African continent, including health issues and sex work. It includes profiles of women leaders in society and informs readers of laws and policies important for women's rights. Sister Namibia invites anybody who is interested to write a piece for the magazine. Through its Facebook page⁴² and website⁴³ the magazine invited women to submit their stories. The magazine comes out every second month. They print 10,000 copies each time and distribute them through NGO networks. Their magazine has subscribers from all over and is sent to libraries around the world.

With only about 12% of the population in Namibia able to access the internet, print is an important way of spreading Sister Namibia's message. As Sheena Magenya of Sister Namibia explains "Magazines are a good way of sharing important information, because they can do it in a way that is personal and enjoyable".

42. <https://www.facebook.com/SisterNamibia>

43. <http://www.sisternamibia.org/>



SPEAK Magazine: A women's collective project

SPEAK magazine was started in 1982 by a group of South African women who were members of the Durban Women's Group. This was the time of Apartheid in South Africa and anti-Apartheid activism was at a height. These women wanted to make sure that the struggles for liberation would include liberation for women too. The project began as a newsletter and turned into a national magazine. "Through these pages we were able to raise discussion and debate on issues of concern to women. And we gave support to the organising efforts of women. When distributing SPEAK through our visits to factories, and through sales at rallies and meetings, we continued the discussion and debates with readers, and we got important feedback which we brought into subsequent issues of SPEAK".⁴⁴ The magazine was a space for women to inspire, support and learn from each other.

The magazine was developed and run as a collective. This means that the women worked together to produce it without having a hierarchy or separation between their roles.

"When we started we all worked voluntarily. It was more than just another project. It was a political project. We met once a week in each other's homes – usually in the homes of those with the smallest children, who had no alternative childcare. We worked on the design and layout on living-room floors and kitchen tables. We went out individually to interview women and wrote drafts which were then passed around for comment to each of the five or six collective members. Then we wrote up the final article after several rounds of passing copy around, so that by the end each article was a truly joint product."



Draft

A first version of a text that can be changed and improved before the final version.

44. Women SPEAK – reflections of our struggles 1982-1997'. Edited by Shamim Meer, 1999





Using print media to build identity and community

There are plenty of other fun ways to share your message but t-shirts and badges can create a sense of belonging or group identity amongst members. But it does not always have to be t-shirts, there may be something that is more cultural appropriate or cheaper to buy/produce. For example, when we are organising a public demonstration we may ask everyone to wear red so we can easily identify each other and make ourselves noticed.

In Liberia, the women's peace movement used white clothing—which everyone had—to create a sense of identity and project their message of "Peace, No more War". Later on when the organisation had some money they printed t-shirts with their logo and messages on it.



In Malawi the Our Bodies, Our Lives campaign decided to print three thousand chitenge—a multipurpose piece of cloth commonly worn by women—for its members. The print combined the two lead organisations' logos and had the core message of the campaign printed on it in Chichewa and English – Matupi athu moyo wathu: kumenyerera kupezekeka kwa mankhwala abwino; Our Bodies, Our Lives: The fight for better ARVs. The cloth became the identity of the group and made a powerful statement when all the women were together demanding change.

44. Women of Liberia Mass Action for Peace (2003 - 2005),
<http://www.lokashakti.org/encyclopedia/groups/725-women-of-liberia-mass-action-for-peace>



Many feminist activists in different places wear t-shirts that say “this is what a feminist looks like” or simply “Feminist”. It shows pride in identifying as feminist. If people don’t know what feminism is it can be an entry point for a discussion on feminism. When these t-shirts are worn by men it is a powerful statement of solidarity and opposes the idea that “feminists are women who hate men”.



Today HIV-positive t-shirts have become part of HIV and AIDS activism all around the world, in different parts of Africa, Asia and Latin America. They have been shared at meetings and are a powerful symbol of solidarity with people who are HIV-positive. The t-shirt was first worn in South Africa by activists for the Treatment Action Campaign which campaigned for access to HIV and AIDS treatment for South Africans. The activists developed the idea for the t-shirt after a woman, Gugu Dlamini, was murdered in KwaZulu-Natal for being HIV-positive. They wanted to come out and show solidarity with HIV-positive people. As TAC founder Zackie Achmat said, “All people irrespective of their status can wear it and show their solidarity with people with HIV”.



IMAGES

Digital photographs, usually referred to as images, have become a normal part of communication. People regularly use and depend on photographs to tell others about what they are doing. Images are used in magazines, newspapers, posters and bill boards to support the text, and communicate ideas and events. Most photos today are taken using digital cameras and smartphones.

The invention of digital cameras has made it easier to take photographs and cheaper to take lots of them. Since the introduction of mobile phones that can take photographs it's become even easier.

As activists, we can use photos to “tell a story” about the work we are doing in a striking and powerful way. It is important to think about the kinds of stories we tell. Just as with other communications tools and strategies, we need to think about how we represent women and women’s struggles in photographs.

Some important points to remember about images

It is always important to remember that the photographer has chosen what to photograph. An image might only show part of a scene and not always show the real situation. This means that photographs don't always give the complete story and their selection of what is shown can be used to influence viewers.

Images can be staged or changed using photo-editing software like Photoshop. In other words, what you see in an image might not be real.

Most photographs we see are taken by men, and most photographs of women are used in advertising to sell consumer products.

How do we use images in our activist work? (the positives)

1. **As visual information to support written text** in print and internet publications such as newsletters, reports, brochures, emails and websites. A photograph can make a description of something clearer and easier for the reader to picture or visualise.

2. **To evoke powerful emotional reaction in viewers.** Often people respond to images and pictures instinctively, especially when we use striking images. Photographs are a good way to communicate for advocacy campaigns, whether we are capturing activism or documenting cases or situations of abuse. You can use photos to agitate, educate and advocate. For example you could photograph conditions in your local clinic as evidence to pressure government to improve conditions.
3. **As a powerful storytelling method.** Activists can use photography as a creative, empowering and often healing way to tell a story. These stories can be used to amplify women's voices and in your education, advocacy and agitation work. Using photographs for telling stories is very different to using them for reports to a donor for example. Photos that tell stories can be understood in different ways. When you use photos to tell stories you need to mostly think about what is important to you and how you can express that through the photographs. When you take photos for a donor or advocacy campaign you think about the story but also you think more about the audience, such as the donors, and what you want them to see.



Chapter 5: Photovoice case study (page 135)

4. **To present a particular message or idea.** Photographs enable one to select and control what the viewer will see. When you take photographs you are controlling the tool and how women are shown through it. For example, by taking photographs of women being independent, powerful and strong, you can change the story of women being shown as sex objects and victims.

Photographs are good for communicating when people can't read, or speak a different language to you. A picture tells a story – you don't have to imagine it as when you are reading or listening to a story. When photos are used with writing they support the writing and give it a personal feeling. Seeing the organisation, or people you are writing about can make them more real for you.



What are some of the risks

- Cameras and smartphones that can take pictures are still expensive.
- You may need to download pictures to a computer to be able to edit them.
- Software and some skill is needed to edit photographs to use them in documents.



Safety

Getting permission from the people we take photographs of before we use them is very important. Taking pictures of people, and then sharing the pictures in public spaces, can be dangerous for them.

Digital photographs can be re-used, changed or manipulated using computer software. It is important to know that when we put photos on the internet, on our website or Facebook page, it is possible for other people to use these photos in different ways. They can share them with others, download them and even change the image and send them out again.

If you are going to share photographs with people's faces via the internet and this may put them in danger, you can use software to blur faces so that they cannot be recognised. You can also use special software to make people unrecognisable. This software is called Obscuracam.



<https://guardianproject.info/apps/obscuracam/>

When you take a photograph with your mobile phone or a camera, in addition to the photographed image your device also stores information about the photo within the image file. Called meta-data, this information can include the time and date a photo was taken, the model and make of your device and the precise GPS location (i.e. where the photo was taken). It is best if you switch these functions off on your phone or your camera as you may not want to show where and when the photo was taken.⁴⁵

45. <https://www.takebackthetech.net/be-safe/safety-toolkit>



Photovoice – GALZ

The Gays and Lesbians of Zimbabwe (GALZ) joined forces with Katswe Sistahood and JASS to carry out a powerful photography project called **Tinzwei** [Hear our Voices]. GALZ fights for an inclusive democracy and the rights of gays and lesbians nationally. Katswe is a feminist organisation of young women fighting for the rights the full attainment of the sexual and reproductive health rights. Guided by renowned South African photographer and activist, Zanele Muholi, a small group of women were trained in how to use photographs to tell their personal stories. The project challenged the ways in which lesbian women are often silenced and made invisible in Zimbabwe. “In Zimbabwe, the lesbian community is not given space to articulate themselves, a space to be able to themselves in Zimbabwe,” said Katswe Sistahood’s Winnet Shamuyarira.

Tinzwei gave women the space to voice who they are in a way that they were comfortable with. Muholi taught participants how to use digital or phone cameras to capture “things that mattered to them”, to tell their stories. She gave them advice on how to take photographs in different places including how to take them without anyone else noticing. This is necessary in countries like Zimbabwe. One woman photographer shared, “We were not allowed to take photos – like photographing the ZANU PF headquarters, the Harare central police station or Parliament. You can’t be seen taking photos of those buildings but we manage to do that”.

“Photovoice is a participatory-action research methodology based on the understanding that people are experts in their own lives. Using Photovoice methodology, participants allow their photographs to raise the questions, ‘Why does this situation exist? Do we want to change it and, if so, how?’ By documenting their own worlds, and critically discussing with policy-makers the images they produce, community people can initiate grassroots social change.” – **Zanele Muholi**

The photos showcased different parts of the women’s personal and political experiences. One was of a scar on a women’s breast telling part of the story of her struggle with cancer. Another was of a hometown, the place where





the woman discovered she was lesbian and felt safe enough to come out. One of Winnet's photographs was of a broom. She explains her photo: "A broom in a way is a symbol of women's roles in society. It's used to sweep away dirt and women are the ones who normally use a broom, sweeping in the home. I think it spoke about how we can build a movement as women and it also symbolised sweeping away all the negative things that impact us as women". The experience was empowering for the women. As Winnet put it: "I never thought I could use a camera to tell my own stories. There are so many stories to tell". Winnet says that at the exhibition, "Others would ask, "What are you trying to say?"; and others would try to tell stories for you – and you could see there are multiple stories to be told by using one photo".

The photos the women took were shown at an exhibition on posters which also told the story of each woman. "There was a lot of excitement, enthusiasm; it was a thrilling sensation being part of it. There was excitement about how photos can be used as a space to speak about issues that affect women," said Winnet.



- In the case study, we saw how women can use photography to claim their voices in a context where they might be excluded or silenced. How do you think these women thought about their safety and security within this project?*
 - In some countries, cameras are expensive – is there a different way to do a Photovoice project to ensure that everyone can participate?*
 - When we think about photographs and social media, how do we protect our communities and ensure that we protect people's privacy even as we want to share our work?*
-

SOCIAL MEDIA TOOLS



All of our activism includes networking and organising. This is the work we do to connect with other people and win more supporters of our issues and causes. It also includes the work you do to communicate with your members and supporters to make plans and share your plans for action. And finally it includes the work to get your messages out there and inspire others to act.

How it works

Social network services are online services, platforms or web sites that build on social relations among people, who, for example, share interests, location and/or activities. Most social network services are web-based and consist of a representation of each user (called a profile), her/his social links and a variety of additional services. There are many websites you can use to share photos, send messages, debate and plan events.

It's easier and more engaging to share information with large groups through social networking sites. Using these online tools is great for amplifying women's voices, connecting and mobilising and educating and agitating.

Some examples of websites designed for sharing information, through which you can set up networks of people to whom you communicate regularly:

Microblogging – Twitter



Twitter allows users to “tweet” short messages (up to 140 characters) which are shared with their network. When you choose to follow someone on Twitter you receive all their tweets. The advantage of Twitter is that it allows people to share short immediate updates. When you use Twitter from your mobile phone it is an especially powerful means of instant communication. Activists use it to highlight ongoing debates on certain issues using hashtags to be able to identify and follow a discussion. Some use it to provide live coverage of events, and it is very useful as a support to campaigns, both online and off – to spotlight the campaign but also point to more information and ways to get involved.

Blogging – WordPress or BlogSpot



A blog is a type of website. It is much easier to set up your own blog than your own website. It can be as easy as setting up an email account. A blog is typically arranged like a diary with entries organised by date. Blogs are good for posting long articles. You can also use photos and video. Blogs are open to be read by anyone and found on the internet through searches. To comment you may have to be a member. They are not as interactive as Facebook.

Video sharing – YouTube and Vimeo



These are sites dedicated to storing and sharing videos. You can upload your own videos and also create “channels” that spotlight either your creations or videos you'd like to support, in specific subject areas. You can post links to YouTube and Vimeo on Facebook or a blog.

Photo sharing – Flickr and Picasa



These sites are specifically for sharing photos. Facebook and blogs can be used for sharing photos but these sites can store a lot more. Instagram is another site that is good for sharing photos and has gained popularity in the last few years.



Her Zimbabwe – Creating an online community

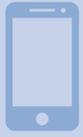
Her Zimbabwe is a great example of using the internet to create an online community. Her Zimbabwe is a space for Zimbabwean women to share and express their different ideas and experiences through a website and Facebook group. The founder of Her Zimbabwe, Fungai Mahirori, started the website in 2012 after she saw that many young Zimbabwean women using new social media, especially blogs, to express themselves. The potential for these tools to encourage women to question and express their many identities and worldviews was obvious to her. "It's a space where we encourage women to speak on issues," she says. The main audience for the website is 20 to 35 year old Zimbabwean women who are living in different countries, including Britain, South Africa and the United States. The website creates a space for these Zimbabwean women connect. Different women contribute stories to the website. The topics range from relationships, body and sexuality, politics and activism.

Facebook



Facebook is an online social networking platform that is accessible by mobile phone or computer via the internet. In many southern African countries, if you use social networking platforms like facebook you need data bundles and these can be expensive.

Facebook can be a powerful way to connect with friends and your larger community by sharing information, photos or videos or regular "status updates".



You can use Facebook personally and as an organisation. For organisational use, or for an event or a campaign, you need to create a page.



Facebook is especially useful for some organisations that may not have the resources to host a full website. While the platform does not have all the capabilities of a website, it does allow you to reach huge audiences if you can use it *strategically*. Facebook works really well for campaigns and urgent action activities that can mobilise your community.



Guerrilla Feminism is a powerful global network and organisation that uses Facebook to reach thousands of people. With over 50,000 likes on Facebook, and regional and country pages, Guerrilla Feminism describes itself as the largest pro-intersectional feminist page in the world. Using Facebook as a way to share information, new analysis on women's issues, news stories, and personal experiences is how Guerrilla Feminism stays connected to its community. To do this, they employ a team of interns whose job it is to monitor the Facebook page, upload new articles, and ensure that any discussions and posts are in line with the feminist perspective of the network as a whole.



- *What are some of the risks?*
- *Like many social media tools, Facebook often blurs the line between the personal and the public. As activists, it is not always easy to draw a line between our public and private, our professional and personal lives.*
- *Security and privacy are big issues when it comes to Facebook. How do we protect the people in our community or our friends? When we share photos, how do we make sure that we have consent from the people in the photos? Who can view your photos?*



Facebook's privacy settings are constantly changing, it is important to keep your personal and organisational settings up to date.

As a corporate platform that uses advertising, that you "like" or view on Facebook are captured in corporate search engines. These search engines put advertising banners on your page. This has implications on your privacy as well.



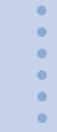


The Pink Chaddhi Campaign

The Pink Chaddhi campaign⁴⁶ is an example of how Facebook was used in India to mobilise around violence against women. In 2009, in the Indian city of Mangalore, a group of men from a right-wing group called Sri Ram Sena attacked women in a bar for “disrespecting Indian culture” by being out and drinking publicly. The attack was videoed and spread through the news media, YouTube and social networking sites. The leader of Sri Ram Sena supported the attacks and said that they would be targeting unmarried couples who were out on the upcoming Valentine’s Day and force them to marry. In response, a group of women started a Facebook group called “Consortium of Pub-going, Loose and Forward Women”. The name of the group was partly a joke, but the cause was serious. They wanted to support the right of women to go out and enjoy themselves. Within one week the group had 40,000 members. The organisers asked the members to send pink “chaddhis” (underwear) to the founder of Sri Ram Sena, and set up collection points for the chaddhis. One of the organisers of the group explained their action: “Chaddhi is a childish word for underwear and slang for right-wing hardliner... It amused us to embrace the worst slurs, to send pretty packages of intimate garments to men who say they hate us”. They also asked women to go out to bars on Valentine’s Day to show support for the women who were attacked. Members of the Facebook group also posted photos of the pink chaddhis they were sending. The campaign got widespread media attention around the world and was debated on television. Over 2000 pink chaddhis were delivered to Sri Ram Sena, embarrassing them. Days before Valentine’s Day, the group called off their planned Valentine’s Day attacks.

The Pink Chaddhi campaign capitalised on the energy and frustration that women had in the wake of the attacks. As one of the organiser’s said: “Many of us feel isolated in our unhappiness with right-wing groups of any religion disrupting our way of life. This campaign was aimed to protest the climate of fear being created by right wing groups in Mangalore. And to an extent we have succeeded in creating a dent – giving people a sense

46. The Pink Chaddhi Campaign, https://en.wikipedia.org/wiki/Pink_Chaddhi_Campaign





of hope". This story shows the possibilities for online social networks as platforms for connecting and mobilising creatively. The organisers did not plan a big campaign when they started the group. In fact the group did not have a leader but organised collectively through Facebook.

While Facebook was a good site for the campaign—because there were many potential supporters who could be easily reached and join the group—there were some challenges with it.

Once there are more than 5000 members in a Facebook group you cannot send members messages and can only communicate by posting messages on the group's wall, like a discussion board. The organisers felt this was not as effective as being able to send direct messages to people.

The group was hacked by people who broke the security settings for it and posted harassing messages. This is a problem that other groups on Facebook have experienced. Facebook staff were not very helpful in response.

Other groups were set up copying the Pink Chaddhi group. There was little the organisers could do about this. Facebook allows other to freely re-post your information, which is great for spreading your message but also means that you can have less control over your information.



- How does the Pink Chaddhi campaign show the power of social networking as well as as the risks?*
 - How can you mitigate the risks of harassment or hacking on social networking sites?*
 - Do you think your organisation needs a Facebook page and a web page?*
 - If you are part of an organisation where employees use Facebook, do you have agreement on what privacy and consent procedures are?*
 - Facebook is a "social" networking site—how do you use it and interact with it personally and professionally? What does this mean for your personal security and privacy?*
-

DIGITAL STORYTELLING

Every person has a story to tell, and when we tell our stories and listen to the stories of others, we discover how much of our experiences and learning we have in common with each other. Telling stories can also have a life-changing impact on the story teller. When we tell our stories we hear ourselves more deeply and understand more about our experiences.

Digital stories are short video stories, usually between 3-5 minutes long, made by the story-teller herself. The technology is simple to use and women who have very little experience with computers have made their own digital stories. The focus is on the storytellers' control over the process, choice of words, pictures and music so that the video is powerful for the story teller and for the person who watches the story.

You need a computer with a simple video-editing programme (e.g. Windows Movie Maker or iMovie), digital photographs or a digital camera or cell phone to take photos, a photo editor (such as Gimp) and a microphone or a mobile phone to record the story which is then edited (using Audacity). The elements of photos, voice and music are then transferred to Windows Movie Maker or iMovie where you can add effects to the photos. The video-editing software helps put it all together and creates a short movie.



Digital storytelling has also gone mobile with storymaker
<https://storymaker.cc/>

The APC Women's Rights Programme has used digital stories for documentation, evaluation and healing and see they are powerful tools for advocacy.





Amplifying women's voices (Southern Africa)⁴⁷

"There is a similarity in all our stories. We tend to stigmatise and blame ourselves. I was feeling embarrassed... but opening up and listening makes you feel closer to the other. Telling your story is powerful."

"Telling my story still felt like it was not mine. I still wanted to make it less than it sounds. I mean was it really that bad? I felt I had to still make it sound a bit nice. If we have been in silence for so long when we speak it, it doesn't sound right."

"It was like recovering from a chronic illness. Honestly, I don't know if this has something to do with magic or what. I hope I will continue to feel the way I feel now."

"I am really glad. The workshop has made me stronger from knowing my story is not vain; and affirms[ed] that I have the right to feel the way I do. Listening to other people's stories also has motivated me towards action; enabling me to brace up for the challenge of telling my story and seeking justice."

Digital storytelling has been part of feminist movement building in southern Africa for almost a decade.

*Digital stories produced by women from Namibia, South Africa, Malawi, Mozambique, Swaziland, Zimbabwe and Zambia, have been broadcasted on JASS' website⁴⁸ and on YouTube as tools to reflect on issues of power and resistance, patriarchy, HIV/AIDS, sexual and reproductive rights, motherhood and feminist organising. A story from Namibia was used alongside other advocacy tools in a recent case against forced sterilisation of HIV-positive women in the country. The story is entitled **Robbed from Motherhood**.*



www.justassociates.org/screeningdigitalstories.htm

www.justassociates.org/digitalstories.htm

47. Women's Electronic Networking Workshop, Durban 2008 hosted by APC and Women'sNet

48. <http://www.justassociates.org/screeningdigitalstories.htm>
<http://www.justassociates.org/digitalstories.htm>

What is it useful for?

Women are telling their own stories in their own voices. They are speaking of what is important to them without an outside movie producer questioning and leading them. The storytelling circle is one where women witness each others stories through listening and telling their own stories. The making of the digital stories puts the technology in women's hands. The workshops build communities as women are sharing their stories in circles of trust and intimacy.

This sharing of stories also means that women feel that they are not alone in having these thoughts and feelings. It is supportive on a personal level and women's rights activists get the chance to network and motivate and support each other in their activism. The groups of participants sometimes become communities.

Women can use their mobile phones to take pictures and record their voices. The digital stories can be used for advocacy, to educate about issues affecting women and even to evaluate projects.

Some FOSS tools you can use

Gimp is a photoediting tool which you can download for free off the internet and works just like Photoshop which you have to pay for.

Audacity is a sound recording and editing tool which is available on the internet for free. Both programmes are FOSS.

Risks

Storytellers need to decide if they want to put their story on the internet or not. If it does go on the internet, you lose control over who will view it and there is the risk that someone could download and change the movie in a way the storyteller may not like. If something is uploaded to the internet is cannot be erased. Even if you pull down your digital story, someone else may have posted it somewhere else. So you have to be sure you don't mind that. You can choose instead put the digital story on a DVD or a USB stick to





share with others. You can also choose to “copyright” your story using Creative Commons⁴⁹ and dictate who can use and change your story. If you have this licensed it gives you back up if you are reporting inappropriate use of your video, for example, on YouTube.

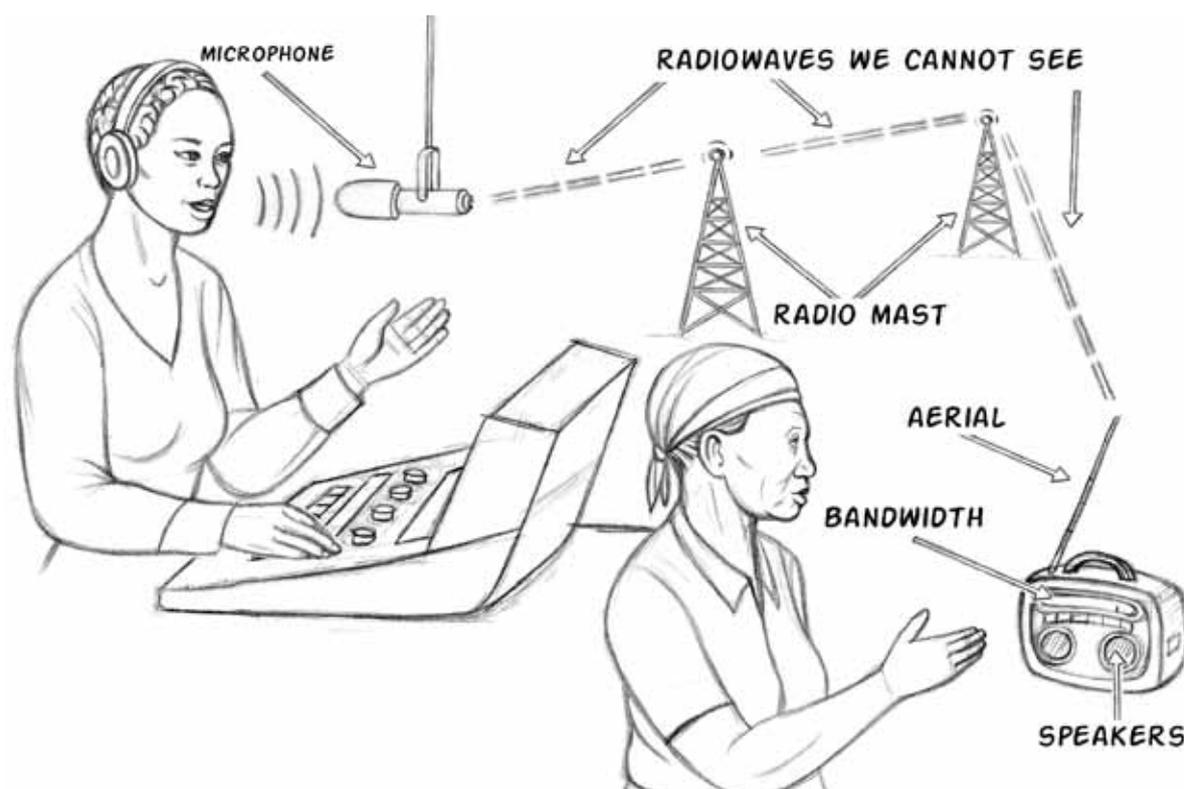
Our lives are not static and we change over time. The story that we told five years ago may not be true for us currently.



- *When you are making your story what do you need to think about in relation to consent ?*
 - *What would be some of the safety and security issues you would need to think about ?*
-

49. <https://creativecommons.org/>

RADIO AND PODCASTS



Radio is the most commonly used medium of communication in southern Africa, and is found throughout the world. The popularity of radio means that it is a highly effective way to spread information, whether in the home or in a car or bus, or in a public space like a supermarket. Activists can use radio as a way to mobilise great numbers of people and share their messages with the guarantee that they will reach thousands. Radio is also a powerful way for those who have been silenced or excluded from certain conversations to carve their own space to speak out – whether it is women who are not allowed to speak up for their rights or positive people who want to have a say in national HIV policy.

Types of radio stations:

Commercial radio stations are a business that aims to make profits and income from the advertising on the radio. This influences their content choices which are often based on a stereotypical understanding of women. For example, programmes targeting women are more likely to be about beauty products than about running a business.



Community radio stations are non-profit stations that are supposed to service the local community they are part of. They should have a board that represents the community and take into account the interests of people in the community in their radio programmes. They should also include community members in decisions about their programming.

Internet radio stations also known as web radio is an audio service transmitted via the internet. Broadcasting on the internet is usually referred to as webcasting. You could also use an online video conferencing platform (such as Google Hangouts) as a live discussion forum, recording it and making it available afterwards as a podcast.

Activists can also use the internet to share audio material as a **podcast**. A podcast is an audio or video digital recording that comes in episodes that you can listen to or watch on the internet. You can also download podcasts and listen or watch at your convenience. Internet users have their own channel. They are very popular with schools and universities.

All you need is an internet connection and a microphone or camera, where you can record your programme episodes and upload them onto a website or channel. Then other internet users are able to download and listen to what you have to say.



Feminist radio on the internet

Radio FIRE is an example of an internet radio station. FIRE stands for Feminist Radio Endeavour. Their slogan is "By all means connecting voices, technologies and actions, amplifying women's voices worldwide". The shows on the station are for women, about women and created by women. It was the first international women run internet radio station and has shows in English and Spanish. Women from all over the world listen to Radio FIRE. The radio station also creates a community. Women can send in letters, emails, call in and put up information on their website. You can also write to them to post copies of their audio shows to you on a CD. Radio FIRE has many different kinds of shows. They play programmes from other women's radio

stations, they have a monthly show interviewing women who have done important work on women's rights and run special broadcasts supporting and discussing campaigns.



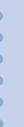
www.fire.or.cr/indexeng.htm

What are the risks?

- People may not want to be identified on the radio speaking out about human rights abuses as they could be attacked or imprisoned. Not using real names or editing the voice so that it is not recognisable is a way of securing people but still hearing what they have to say.
- Sometimes people may not trust what is said on the radio unless they know the people or the organisation presenting the information.
- Malicious people could hack your podcast.



- *Think about Radio FIRE, how would an internet radio station be a powerful way for women to speak out on the issues that affect them?*
- *How would you go about developing content for a radio programme?*
- *How would you think about safety and security when using radio as a communications tool in your organising?*



MAKING PHONE CALLS USING THE INTERNET



It is now possible to have a spoken conversation with another person or group of people over the internet using software applications. You can also see the other person using a web camera known as a webcam. It is also possible to send text messages. This is called VOIP or Voice Over Internet Protocol which is basically a phone service over the internet. If you have a good internet connection you can use VOIP instead of using your telephone line. VOIP means that you can call people from your computer, tablet or mobile phone. You need to be connected to the internet to use it. It is a much cheaper alternative to making telephone calls as you can make calls to people anywhere in the world just using an internet connection.

To use VOIP you would need to download the software which is free, register and give yourself a name and a password to login. Ask your colleagues and families to download the same programme and you add them to your contacts list. You can then call them and switch on a video tool which allows you to see them. You can also send text messages.

Calls are free if you and the people you are calling use the same software. If you want to call to a person's landline or mobile phone, you have to buy what is called credits. You need a credit card to do this. When you have credits you can call from your computer, using VOIP software to any landline or mobile phone in the world. It is much cheaper than landline calls.

You can have conference calls by calling in other people who also have the same VOIP software. If the connection is bad and you can't use voice, you can use text. You set up a chat room and add all those who you want to communicate with at the same time. If you have an internet connection, this is very cost-effective and gets more done than sending many emails.

The most popular and commonly known and used software is Skype. However, Skype is not as safe as it should be, meaning that if you want to talk about sensitive information, Skype would not be a good software to use. It would be better to use Jit.si, meet.jit.si or Google Hangout.

What are some of the risks?

- There are risks that you and who you are talking to could be monitored. In other words people could find it easy to listen in or read your text messages if you use software like Skype that is not fully secure. If you want to discuss sensitive and private issues it is best to use a more secure alternative like Jit.si.
- Skype conversations in text can be archived and could be read by others.



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- *Which VOIP software would benefit your communication strategy?*
 - *What challenges or risks do you imagine you may encounter when using this tool with your networks?*
-



MESSAGING APPLICATIONS



Mobile phone messaging applications, known as apps, are very popular. A mobile messaging app allows you to exchange messages on your smartphone without having to pay for SMS. In addition to basic messaging, users can create groups, and send multimedia files such as images, video and audio media messages. Some apps, such as WhatsApp, recently introduced voice phone calls as well, which use your internet data connection to make the call rather than cellphone minutes.

In order to access the app, you have to install the app on your phone. While it is significantly cheaper than using SMS, it does require an internet-enabled phone, data or a Wifi connection in order to be accessed. In South Africa, it is possible to access apps with minimal data or money in your phone.

Messaging apps are powerful tool to help people communicate and exchange information globally. Unlike SMS, messaging apps have space for limitless characters in messages. Remember sending files and videos will use more data.

There are many messaging apps to choose from. WhatsApp is probably the most well-known, although is not the most secure messaging app. There are many others such as Viber, Telegram and TextSecure.

What are some of the risks?

Using WhatsApp as an example, if you use What'sapp on your phone, it is necessary to disclose your mobile number which can make you insecure. When you are added to a group, other people in the group that you may not know will have access to message you and your phone number. The "last seen" setting on WhatsApp makes it possible for people to track your movements. This can be disabled manually.

The Association for Progressive Communications team makes use of Telegram and TextSecure to keep in touch as an organisation. TextSecure is open source and works with a username instead of your phone number, so you must share

it with others who use TextSecure in order to be in contact. You can have three different usernames on your phone, which allows you to separate work from personal life, for example.

Alternatives to WhatsApp

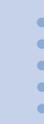
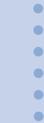


For activists, a good alternative to WhatsApp is Telegram, a messaging app that focuses on speed and security. Telegram is “cloud-based” which means it can be used across several devices (phones, tablets, and computers) at the same time and allows users to share an unlimited number of photos, videos and files. Telegram provides a fast, reliable service that is free and includes extra **privacy** and **security** features such as “Secret Chats” with self-destructing messages, photos and videos. This app is heavily encrypted, which offers another layer of protection. You are also able to lock the app on your device with an additional passcode.

Telegram is very similar to WhatsApp in functionality, and like WhatsApp when you download it alerts you if any of your contacts are also using it. However, if you create a group in Telegram, others in the group who are not on your contact list will not have access to your phone number. The Women’s Rights Team utilises Telegram because it is more secure and allows for a greater exchange of files.



- *What kind of information are you sharing on your mobile phone app?*
- *Are you sure that you are using an application that has safety features to keep what you share secure?*





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