

Ready?

LET'S TAKE  
ACTION!

So, you've got your campaign basics sorted, now it's time to figure out what you need your key stakeholders and target audiences to do! to take action on Equal Power, Equal Freedom Online and in Public and/or Equal Representation!

## HOW TO ACTIVATE the Girls Get Equal demands

**MOBILISING THE PUBLIC** – both online and offline – is a key part of overall Girls Get Equal campaigning. It's important for inspiring widespread support and demonstrating the urgency of your Girls Get Equal campaign demands.

Remember, typically, the first step to mobilise the public is to have an organised, supportive community to mobilise from. (It is sometimes possible to mobilise people who haven't really engaged in your issue before, but you need to think carefully about tactics and sustainability). Refer back to the table on page 28 for tips on organising vs. mobilising.

**BUILDING A SUPPORTER BASE:** For effective public mobilisation, you need a solid base of supporters to reach and engage. You can do this via online methods: social media channels, online pledges (e.g. the Girls Get Equal pledge) or building a list of people's contact information (with their consent!). Please ensure you observe data privacy laws in your context. You can also do this via offline methods: networking, coalition building, or hosting events/workshops/festivals etc.

How will you keep in touch with your supporters?

# IDEAS AND ACTIONS

## When thinking about what campaign tactics to employ, you should consider:

- ❓ What will have the biggest impact to achieve your Girls Get Equal objective(s)?
- ❓ What might be the most practical or efficient things to do?
- ❓ What skills or contacts do you or your fellow campaigners, partners and allies have?
- ❓ What actions have you or your partners had success with in the past?
- ❓ Are there opportunities to be innovative or creative?
- ❓ Are there upcoming events, moments or national / international celebrations that would be strategic for your campaign to engage with?

### REMEMBER

We understand what's easy or hard may vary depending on your context, e.g. it might be harder for some people to take social media actions in places where digital access is limited or low

### PRO TIP

When you want to mobilise as many people as possible, choose an EASIER action (because you're playing on existing skills and motivations)!

### EASIER

More people likely to do it



### PRO TIP

To succeed at a HARDER action, you will need to have a well organised group/public! (refer back to [page 28](#))

### HARDER

Fewer people likely to do it

There is a world of opportunity when it comes to ideas for Girls Get Equal campaign actions.

Here are some things you can ask your target audience to do:

- Share or post something on social media (e.g. an infographic, a statement, a video, an article) using the #GirlsGetEqual hashtag
- Take a survey, poll or quiz
- Sign a petition (online/offline)
- Sign onto an open letter to a decision-maker which you can publish
- Boycott a certain product or company
- Share your campaign to their friends, family and networks
- Write an e-mail or letter to a key power-holder
- Write a blog or article
- Donate to the campaign or fund a specific activity
- Attend an event, workshop, rally, march, demonstration, flash mob, festival, street theatre, or exhibition
- Enter a competition, or submit a poem or piece of art which can be exhibited with your campaign
- Speak at an event, festival, in a school, at a protest etc.
- Meet with a locally elected politician
- Organise or co-design an action with you

## For each Girls Get Equal campaign demand, here are some example actions you could take

### FOR EQUAL POWER YOU COULD:

- Organise a street performance or forum theatre
- Contact your nearest Plan International office to get involved in a Girls Takeover
- Create infographics and share on social media
- Rally and petition your local government
- Organise an workshop, event or festival for building and promoting girls' leadership
- Organise a song/art/poetry competition
- Organise a march, rally or protest

### FOR EQUAL FREEDOM IN PUBLIC YOU COULD:

- Check out 5 ways girls are tackling street harassment around the world!
- Organise a Chalk Back
- Follow these amazing people on social media:
  - Sophie Sandberg, founder of the Chalk Back movement and Catcalls of NYC explains how to deal with street harassment (@catcallsofyc)
  - @dearcatcalls
  - @ourstreetnow
- Organise an Artistic Vigil
- Learn from the Chilean women's protest phenomenon – Un Violador en Tu Camino
- Organise a Solidarity Walk
- Create some collective street art!
- Create traditional dance performances or circles to raise awareness
- Partner with street vendors or public transport operators to create an ally-ship collective against sexual harassment

### FOR EQUAL FREEDOM ONLINE YOU COULD:

- Organise a Twitter storm with your friends and networks on your issue
- Start an @'ing challenge on Twitter, Facebook or Instagram (@'ing friends or celebrities to get involved in your message and tag others)
- Spark a TikTok video trend and get others involved
- Organise a Love Flooding (supporting girls, young women and other marginalised identities who are being attacked by trolls online by flooding their accounts with love and solidarity messages)
- Engage social media gurus or influencers to speak up about Freedom Online on their channels
- Create a "day in the life of a girl activist #Freedom Online" on IGTV
- Organise peer-to-peer trainings
- Create Facebook safe spaces for girl- and young women survivors of online harassment and abuse

### FOR EQUAL REPRESENTATION YOU COULD:

- Start an Instagram account that posts real-life examples sexist gender stereotyping in adverts, film, TV etc. and encourage others to send in submissions (or join forces with someone who already does this).
- Share or create memes, videos or pictures that call out gender stereotyping in movies – use humour!
- Create a public art exhibition of gender stereotypes in the media, get others to add to it and engage the public
- Organise a poetry slam on Equal Representation
- Play sexist bingo with your friends and post your results online
- Petition media companies to do gender audits of their content
- Follow Geena Davis Institute on Gender in Media for cutting edge research and facts linked to Equal Representation: @gdigm
- Follow Reese Witherspoon's storytelling organisation called Hello Sunshine for articles and blogs linked to Equal Representation: @hellosunshine
- Check out this article on Hello Sunshine's blog by young activist from Senegal, Marie Augustine (22) who is demanding equal storytelling for girls everywhere

## Here are some resources and examples of how young activists have mobilised the public offline and online – what worked and what didn't (and why)!

- Need inspiration? Check out this [Girls Get Equal Ideas Book](#) and pages 51-55 in the [Girls Advocacy Alliance Toolkit](#)
- Case study: [this is how girls are getting equal in Timor Leste](#)
- [Click here](#) to learn from 50 different campaigning tactics and creative actions by Beautiful Rising (from flash mob to culture jamming!)
- Read this [blog post](#) on some of the world's best youth-led campaigns and why they worked!
- Recorded webinar on [how to use digital media to recruit and mobilise people](#) (in English)
- Listen to Kim (20), Germany, and Maya (19), Indonesia tell us: [How to build a social media campaign](#)
- Angie, Ecuador: [How to be a leader in your community](#)

### REMEMBER

As you plan creative campaign actions, it's important to think through the risks certain actions might pose in your context. E.g. protesting against the government might get you arrested in some contexts.

Refer back to [“How to manage risks to yourself, others and your campaign” on page 37](#)





**GIRLS  
GET EQUAL**

**FULL VERSION OF THE YOUTH TOOLKIT FOR GIRLS GET EQUAL**

**[HTTPS://PLAN-INTERNATIONAL.ORG/GIRLS-GET-EQUAL/YOUTH-TOOLKIT](https://plan-international.org/girls-get-equal/youth-toolkit)**