



**Coimisiún na hÉireann um Chearta
an Duine agus Comhionannas**

Irish Human Rights and Equality Commission

Ireland and the Convention on the Elimination of All Forms Discrimination Against Women:

**IHREC's social media campaign for a Nationwide
Consultation and International Reporting**

Background

- Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)
- Ireland's first report in over a decade
- Question posed: "What was life like for women in Ireland in 2016?"



Nationwide consultation

- Integrated social media approach
- Mainstream and hard-to-reach demographics
- Online submissions from public via Survey Monkey
- Targeted meetings and visits

Awareness-raising, Promotion of the Reports and Examination

- Capitalising on “moments”: events in the public sphere
- Using the reports’ content to best advantage
- Live Tweeting the events at home and away

Tools for content creation

- Twitter
- Canva - generating infographics, statements fact sheets
- Mailchimp - follow up with stakeholders
- Survey Monkey - collection of submissions, open-ended form but then codified; and RSVPs.
- Collected Collateral: Data from online and “Bubbles” hand-written at events.



Twitter - Consultation

IHREC
@_IHREC

Tell us your experience of women's rights in Ireland as part of our #CEDAW consultation
ihrec.ie/news/latest/20 ...

Hi!
Want to talk
about women's
rights?

RETWEETS 35 LIKES 21

IHREC
@_IHREC

Tell us what you think about women's rights in Ireland as part of our #CEDAW consultation
ihrec.ie/news/latest/20 ...

Women's Rights

RETWEETS 24 LIKES 15

5:19 AM - 27 Jul 2016

← ↻ 24 ❤️ 15 ||

IHREC @_IHREC · 12 Aug 2016

Nocht do thuairim maidir le do thaithí ar idirdhealú in aghaidh na mban? #CEDAW #GAEILGE
surveymonkey.com/r/WCCMVQG

Cearta na mBan

← 1 ↻ 3 ❤️ 5 ||



Twitter - Consultation

 **IHREC**
@_IHREC

A full house in Castlebar for our first #CEDAW consultation meeting!



RETWEETS 5 LIKES 10

3:22 AM - 9 Sep 2016

 **IHREC** @_IHREC · 9 Sep 2016

Thank you! To the wonderful people of Mayo (and further afield) for your engagement, warmth & passion. #CEDAW



1 5 11



 **IHREC** @_IHREC · 9 Aug 2016

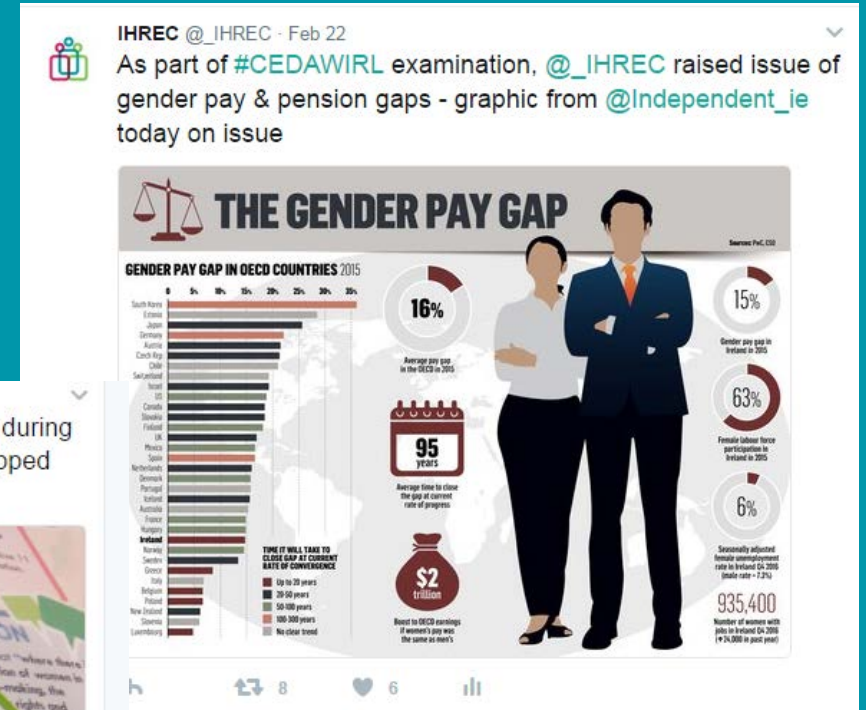
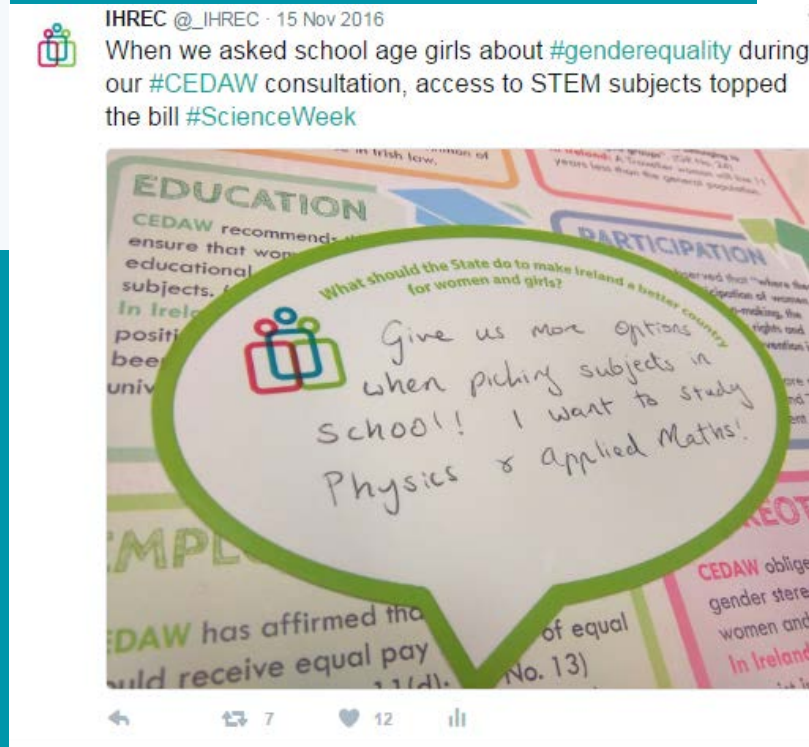
Huge thanks @FutureVoicesIre for today's discussion

Interested in our #CEDAW consultation?: bit.ly/IHREC_CEDAW pic.twitter.com/9Es2gv9LAa

Future Voices and Emily Logan

3 4

Twitter - Between the Consultation and the Examination



Twitter - Between the Consultation and the Examination

Views raised by people at the Ploughing Championships: 600

Women consulted at 2 Direct Provision Centres: 50

Online Submissions: 203

Women consulted at 2 Women's Prisons: 45

Written submissions received: 30

130 attendees at 4 regional public meetings

60 participants at 6 focus groups

12 meetings with stakeholder organisations

Coimisiún na hÉireann um Chearta an Duine agus Comhionannas
Irish Human Rights and Equality Commission

IHREC @_IHREC · 23 Dec 2016
2017 will see @_IHREC reporting to the @UN #CEDAW on rights of women and girls in Ireland, with thanks to all who shared your views in 2016 pic.twitter.com/otovcPIFIB

IHREC @_IHREC · Feb 12
People all around Ireland consulted with us about #GenderEqua for our #CEDAW report. Read what they had to say: ihrec.ie/documents/life... pic.twitter.com/gwGh8jmuMx

IHREC @_IHREC · Feb 14
Austerity, poverty & social exclusion continue to affect women in Ireland. Read more in our #CEDAWIRL report: ihrec.ie/documents/irel...

IHREC CEDAW REPORT 2017
Comisiún na hÉireann um Chearta an Duine agus Comhionannas
Irish Human Rights and Equality Commission

AUSTERITY, POVERTY & SOCIAL EXCLUSION

What CEDAW says:


"The Convention requires States parties to take all appropriate measures to eliminate discrimination against women in the area of economic and social life"
(CEDAW Article 13)

ISSUES


€ **AUSTERITY**

Austerity measures disproportionately impact women

Twitter - Our reports

 IHREC @_IHREC · Feb 9

Published today: Read our #CEDAW report on #GenderEquality and women's #HumanRights at ihrec.ie/our-work/cedaw...



2 11 17

Detailed description: A stack of three blue and green reports. The top report cover features the title 'Ireland and the Committee on the Elimination of All Forms of Discrimination Against Women' and the date 'January 2017'. The cover also has a graphic of two stylized human figures in green and red.

 IHREC @_IHREC · Feb 9

Our #CEDAW report is an in-depth look at the status of #GenderEquality & Women's #HumanRights in Ireland. Read it at ihrec.ie/documents/irel...



1 28 16

Detailed description: Three women are standing outdoors near a body of water, looking at a report held by the woman in the middle. The woman on the left is wearing a green jacket and a patterned scarf. The woman in the middle is wearing a black coat. The woman on the right is wearing a grey coat with a white fur collar. The report they are looking at has a blue cover with a graphic of two stylized human figures in green and red.



What is life like for women in Ireland in 2016?

IHREC's Consultation on the Convention on the Elimination of All Forms of Discrimination Against Women



 IHREC @_IHREC · Feb 10

Issues raised by individuals & organisations were essential to our #CEDAW report. Read the story of our consultation ihrec.ie/documents/life...pic.twitter.com/V40MKWq1QN

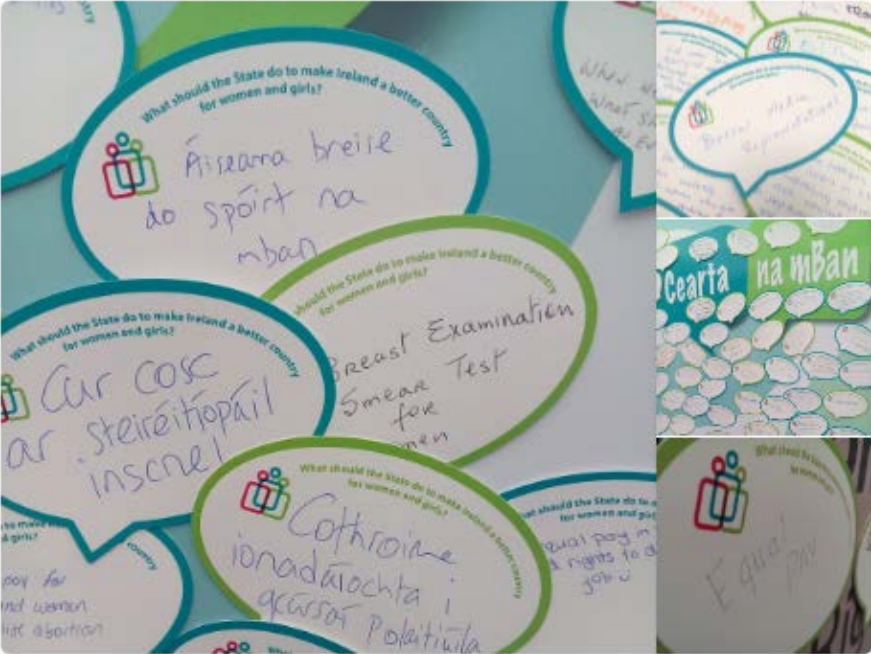
7 6

Detailed description: A group of women are sitting around a table, engaged in a consultation. The text 'What is life like for women in Ireland in 2016?' is overlaid on the image. Below the image, the text 'IHREC's Consultation on the Convention on the Elimination of All Forms of Discrimination Against Women' is displayed. The bottom part of the image shows a group of people sitting at a table in a room with a banner in the background.

Twitter - Examination in Geneva and Screening event in Dublin Office

IHREC @_IHREC · Feb 8

As we get ready to publish our #CEDAW report tomorrow, we're reminded of important issues raised by contributors during our consultation.



← 12 ♡ 14 ||

IHREC @_IHREC · Feb 15

From 9am Irish time, #Ireland will be examined @UNGen on women's rights & equality #CEDAWIRL. Watch live ihrec.ie



← 3 ↻ 36 ♡ 24 ||

IHREC @_IHREC · Feb 14

Tomorrow we'll be streaming the #CEDAWIRL proceedings from Geneva in our office or watch online ihrec.ie #GenderEquality



← 6 ♡ 4 ||

Twitter - Examination and Screening


 **IHREC** @_IHREC · Feb 15

Our delegation, lead by @CC_IHREC Emily Logan, getting ready for beginning of @UN #CEDAWIRL examination in Geneva




Ruth Gallagher and Emily Logan

9 12

 **IHREC**
@_IHREC

State examination #CEDAWIRL will resume at 2pm Irish time. Time now to catch up on issues raised so far.



RETWEETS 3 LIKES 3

Tools for posting / events

- Vimeo
- Hootsuite
- Twitterfall
- Storify - creating narratives using social media



Challenges

- Trolling
- Managing people's expectations
- Disclosures



Questions? / Thanks!

