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TECHNICAL ASSISTANCE FOR PROMOTING DECENT FUTURE OF WORK APPROACH WITH A FOCUS OF GENDER EQUALITY (FOW PROJECT)

INTERVENTION 4: ADVOCACY AND AWARENESS-RAISING STRATEGY

Ankara, November 2021



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Section 1 - Background / Situation Analysis

Globalization, technological advancement, climate change, automation and many other factors drive the world and therefore the work into a process of change. While all these challenges are on the way, the Future of Work (FoW) initiative is proposed by the International Labor Organization (ILO) Director-General in 2013 as one of the seven centenary initiatives. Considered as a contribution to ensure social justice, decent work has been an important aspect of the FoW, while gender equality has been a major cross cutting issue as women have always been less fortunate in terms of accessing decent work compared to men.

Decent work concept was introduced in 1999 by the ILO Director-General Juan Somavia as the promotion of opportunities for women and men to obtain decent and productive work, in conditions of freedom, equality, security and human rights. In 2008, four strategic objectives of the Decent Work Agenda were recognized in the 2008 Declaration on Social Justice for a Fair Globalization:

- ✓ promoting employment
- ✓ enhancing social protection
- ✓ promoting social dialogue
- ✓ realizing rights at work

Decent work and abovementioned pillars of the Agenda became integral elements of 2030 Agenda for Sustainable Development at the United Nations (UN) General Assembly in 2015. Decent work explicitly entered the European development agenda in 2006, with the first European Consensus on Development stating that “the European Union (EU) will contribute to strengthening the social dimension of globalisation, promoting employment and decent work for all” and the European Commission communication ‘Promoting decent work for all’ calling on other EU institutions, EU countries, social partners, and all those involved to work together to promote decent work for all in the world.

With the 2011 Agenda for Change, the EU’s emphasis on employment promotion was even further strengthened. In 2017, the European Consensus on Development aligned the EU’s development policy with the UN 2030 Agenda for Sustainable Development, which dedicates its 8th Sustainable Development Goal (SDG), specifically to ensuring full, productive, and decent employment, universally and inclusively.

As a candidate country for the EU membership, Turkey has its share of employment and labour market challenges in the development agenda with a population of



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approximately 84 million. 49,9 percent of the population is female. According to Turkstat, 67,7 percent of the population is in the 15-64 age group, which makes quality job creation crucially important¹

There is a labour supply of up to 32 million in Turkey out of economically active population of approximately 63 million². This shows that a significant part of the active population does not participate in the labour market. This is also because of widespread participation in the informal labour force. Informal work amounted to 30.5 percent of the Turkish labour force in 2020. According to Organisation for Economic Co-operation and Development's (OECD) Country Note published in April 2021, elevated employment costs and rigid employment regulations inflated by high social security contributions and labour taxes are among the contributing factors of the higher informal sector employment³.

Turkey is amongst the very high human development category with a value of 0.820 in United Nation's Human Development Index⁴ (HDI) for 2019 and positions at 54 out of 189 countries and territories. As an indicator of the HDI, mean years of schooling increased by 3.6 years and expected years of schooling increased by 7.7 years between 1990 and 2019 in line with significantly improved enrolment rates in secondary and tertiary education. Turkey's Gross National Income (GNI) per capita increased by about 121.4 percent between 1990 and 2019.

According to the Gender Development Index (GDI), which is a sex disaggregated HDI, a ratio of the female to the male HDI, 2019 female HDI value for Turkey is 0.784 in contrast with 0.848 for males, resulting in a GDI value of 0.924. On the other hand, according to the Gender Inequality Index (GII), Turkey has a GII value of 0.306, positions the country at 68 out of 162 countries in the 2019 index⁵.

In Turkey, 17.3 percent of parliamentary seats are held by women, and 50.2 percent of adult women have reached at least a secondary level of education compared to 72.2 percent of their male counterparts. The gap between women and men continues

¹ <https://data.tuik.gov.tr/Kategori/GetKategori?p=nufus-ve-demografi-109&dil=2> (last access January 26, 2022)

² <https://data.worldbank.org/indicator/SL.TLF.TOTL.IN?locations=TR>

³ <https://www.oecd.org/economy/growth/Turkey-country-note-going-for-growth-2021.pdf>

⁴ The HDI is a summary measure for assessing long-term progress in three basic dimensions of human development: a long and healthy life, access to knowledge and a decent standard of living. A long and healthy life is measured by life expectancy. Knowledge level is measured by mean years of schooling among the adult population, which is the average number of years of schooling received in a life-time by people aged 25 years and older; and access to learning and knowledge by expected years of schooling for children of school-entry age, which is the total number of years of schooling a child of school-entry age can expect to receive if prevailing patterns of age-specific enrolment rates stay the same throughout the child's life. Standard of living is measured by Gross National Income (GNI) per capita expressed in constant 2017 international dollars converted using purchasing power parity (PPP) conversion rates.

⁵ http://hdr.undp.org/sites/default/files/2020_statistical_annex_table_5.xlsx (last access January 26, 2022)



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in labour force participation rates as well. Female participation in the labour market is 28.7 percent compared to 63.1 for men for 2019⁶.

Constitution of the Republic of Turkey Article 10 clearly regulates the principle of equality between women and men. Article 5 of the Labour Law numbered 4857, entitled as the Principle of Equal Treatment, prohibits any discriminations on gender, religion, language, race, political view, etc. Moreover, it is also stated that any provision on a lower payment cannot be made for the same work because of gender issue.

However, in practice, various cross-cutting reasons come to forefront as reasons of the low rates of labour force participation and employment of women. The most important one is Turkey's societal structure, which is historically patriarchal. Therefore, traditional gender roles are highly influential in determining the forms of employment and occupations. This traditional gender roles also nurtures gender-based discrimination. Another reason is the mismatch between the labour demand of the employers and the qualifications of the unemployed women. These factors both discourage women from pursuing paid work and high gender pay gap and underutilization of women's labour. Eventually, women make up most workers in sectors where low-skilled and low-paid occupations are prevalent such as textile, agriculture or services. Despite increased employment rates, there is still a strong need of increasing awareness on gender equality and equity specially in the scope of decent work agenda and FoW initiative.

Directorate General of Labour (DGoL) of the Ministry of Labour and Social Security (MoLSS) is the responsible body for the implementation of the Labour Law numbered 4857 and accordingly define strategies and design action plans to identify the problems of the labour market and take necessary measures. Department of Employment Policies (DoEP) of the Directorate General is responsible from monitoring employment movements in Turkey, developing gender equality, combatting discrimination, fighting with mobbing in the workplace and increasing employment and social integration of disadvantaged groups including women, disabled people, long term unemployed people, etc. within the perspective of future of work approaches.

In that respect, DoEP developed the Technical Assistance for Promoting Decent Future of Work Approach with a Focus of Gender Equality (FoW Project). The Project's, which is co-funded by the European Union and the Republic of Turkey, implementation

⁶ <http://hdr.undp.org/en/indicators> (last access January 26, 2022)



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started in February 2021. The Contracting Authority is the Directorate of European Union and Financial Assistance in the Ministry of Labour and Social Services. The Operational Beneficiary (OB) is the Department of Employment Policies of the General Directorate of Labour for the Ministry of Labour and Social Services.

The Terms of Reference (ToR) of the Project envisages preparation of a strategy to guide awareness raising activities that will be carried out by the OB in the field to increase gender equality and women employment with a decent future of work focus under Intervention 4. Within this context, this document has been developed to guide awareness raising activities and campaigns to be carried out by the OB as such activities and campaigns will contribute to increased knowledge, informed practices, and changing attitudes of individuals.

As identified in the SWOT analysis (please see Annex-1), established presence of the OB in all regions of Turkey provides a great opportunity to reach out wider public and target groups with a more localized touch. The dynamic and experience team of the OB eradicates the “ordinary public institution” image and supports a more interactive and overarching role for the OB. Recent change of the management of the OB comes forefront as an opportunity and a threat as well at the same time. It is an opportunity in terms of making decent work and gender equality a priority while planning the new era. However, another change in the current ministerial organisation or a change of experienced staff of the OB stay as important threats to the implementation of this strategy.

The strategy will aim to create a consistent image and voice among all stakeholders and target groups to eliminate gender discriminatory practices and attitudes. It will ensure contextualized, logical, essential, ambiguity-free and resonating messages for target groups to avoid noises in the communication for awareness raising.

Accordingly, the document is composed of nine sections. The first section provides a background information to the strategy in terms of decent work and gender equality facts and figures from the world and Turkey. Sections 2 and 3 elaborates on the objectives and monitoring indicators for the strategy implementation. Sections 4 and 5 contributes to the core of the Strategy and elaborates on what message will be conveyed to whom during the implementation. It is important to remember that these target groups and key messages should be reviewed and assessed prior to each activity to achieve the intended outcomes. Sections 6 and 7 elaborates on the tools, channels and activities to be utilized to achieve the objectives of the strategy. Sections 8 and 9 provides information on the resources of the Beneficiary and roles and responsibilities for the implementation.



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Section 2 - Objectives

The first step of developing any strategy is defining the objectives or goals, as this will drive the decisions for the target audience and the content of the messages. Every activity should be in line with the identified goals to ensure that the communication and awareness raising action is coherent and impactful.

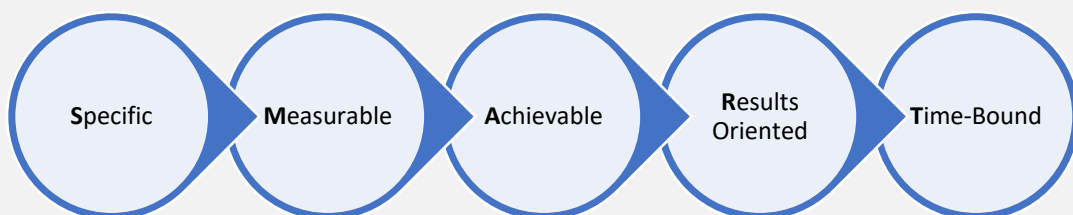
Objectives can be defined on different levels, with an overarching objective associated with complementary sub-objectives that are measurable and achievable. Establishing clearly identified objectives also facilitates the monitoring and evaluation to measure the success of the campaigns.

Objectives should not be defined randomly. While defining an objective you should consider the stakeholders' perspective (e.g. what would they want us to do), your institution's services (e.g. what is our focus/priority), internal processes (e.g. How can we do it better), human resources (e.g. what are our assets, what are our shortcomings) and financial resources (e.g. what do we need and how can we maximize / secure it).

BOX 1.

SMART Objectives

The SMART goal writing is an approach you may use in defining objectives. The concept was introduced by management professor Peter Drucker in 1980's for performance goals in project management and employee performance management. The acronym SMART identifies the areas of focus in goal setting. It stands for:



Objectives must be **SPECIFIC** and outline in a clear statement precisely what is required. They should describe the result that is desired in a way that is, detailed, focused, and well defined. When writing objectives, especially for individuals, using action-orientated verbs which describe what needs to be done to achieve the objectives would increase the success.



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Objectives must be **MEASURABLE**, as this will enable you to know whether an objective has been achieved. Therefore, setting measurable objectives requires describing an achievement or outcome which is or can be related to a percentage, a frequency, a rate or number (e.g. the objective is to increase women's access to information on employability, this can be easily achieved through number of information tools and tactics provided by your local directorates).

Objectives must be **ACHIEVABLE**. This means that you should ask if you have the necessary resources available to achieve this objective or if this objective has been achieved ever before in similar settings? It is very crucial to identify achievable objectives as this might lead to loss of motivation, ownership and commitment.

Objectives must be **RESULTS ORIENTED**. This can be achieved by considering the desired result, so it requires describing an impact or outcome. Result-oriented goals and result-oriented measures keep the attention on making a difference that matters, which is crucial for awareness raising and advocacy efforts.

Finally, objectives must be **TIMELY**. It is necessary to set a date or time by which the objective should have been accomplished or completed, which will also contribute to making objectives measurable. For long term objectives, identifying milestones and setting deadlines would help the efficiency of the progress. While setting deadlines and milestones, do consider all factors that may have an impact over your implementation.

2.1. Overall Objective

In that respect, the overall objective of this strategy is **to generating broad-based support to the OB from all stakeholders for achieving an increased awareness on gender equality and accelerated progress on women's employment.**

2.2. Specific Objectives

The strategy will act towards following specific objectives.



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Table 1. Objectives and Target Groups by Strategy

ID	STRATEGY	OBJECTIVE	TARGET GROUPS
1	AWARENESS RAISING	To enhance knowledge and awareness about their rights and services that are available for them for increasing their employability.	Women
		To raise awareness on importance and impact of gender equality norm and issues, as well as future of work concept and decent work agenda.	Policy makers Employers Local administrations Civil society Media General public
2	ADVOCACY	To inform and engage community/public/opinion leaders for developing gender sensitive policies and practices.	Decision – makers (<i>the individuals or groups who can take decisions in relation to gender sensitive policies and programmes</i>)
		To engage civil society to spread gender equality norms and issues and generate community / public support through their advocacy tools.	Influencers (<i>the individuals or groups who have access to the decision-makers and who may be able to influence them – e.g. unions, gender experts, faith-based groups -</i>)
3	PUBLICITY	To provide good practices to encourage target groups' mobilization and adoption of gender sensitive policy and practices at their organizations.	Employers Civil Society Media
4	PROMOTION	To promote the Operational Beneficiary's role, intentions, responsibilities on gender equality, women's employment and decent work concepts.	OB
		To raise the issue of gender in public debate to from and create necessary values in society.	Media



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Section 3 – Indicators

Monitoring & Evaluation (M&E) is a key process in the success of advocacy and awareness raising efforts. M&E indicators are used for reviewing the progress by outputs, as well as for benchmarking the performance. Outputs may be measured from different perspectives, such as reach, quality and comprehension. According to these three perspectives, indicators for each channel may be identified.

In that respect, following key indicators are recommended to track the progress of the efforts:

Table 2: Indicators by Tools and Channel

Tool / Channel	Example Indicators
Events	<ul style="list-style-type: none"> • Number of events and in which cities they are held • Number of event attendees and livestream viewers • Dropout rate • Type of attendee, including job type, sector, gender etc. • Qualitative feedback from audiences on quality and use of output
Traditional Media	<ul style="list-style-type: none"> • Number of information briefs prepared for publication and dissemination of press releases • Number of media coverage / articles published • Number of inquiries by journalists
Social Media	<ul style="list-style-type: none"> • Number of followers or subscribers • Number of social media engagement (impressions/likes/shares) • Number of social media comments/shares with targeted individuals
Website	<ul style="list-style-type: none"> • Total Number of users in a period • Unique pageviews in a period • Bounce Rate • Frequency of the updates • Average time spent on website • City of users and pageviews • Demographic of users and pageviews • Metrics compared to another time period • Qualitative feedback from audiences on quality and use of output
IEC Materials/Publications	<ul style="list-style-type: none"> • Number of materials produced, • Number of materials disseminated by type, target audience • Proportion of intended target group who heard/saw/read the materials
Audio-Visuals	<ul style="list-style-type: none"> • Number and type of audio - visual outputs produced • Number of views / hearings • Percentage of full video watched



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Section 4 – Target Groups

Determining target group is an essential part of formulating a successful strategy. Target groups are defined as persons or groups in society who are to be directly affected by the impact of an action/intervention. A clearly defined target group strengthens the impact of the communication by facilitating the design of tailored messages, media, and messengers. Target groups may include key decision-makers, local authorities, parliamentarians, the media, vulnerable or marginalized groups, or the public.

Depending on the audience, the communication needs to adopt the appropriate messaging, from a broader approach to one-on-one interventions, respectively. Therefore, it is better to conduct a survey or assess the target group's initial level of awareness through small focus groups. The results of the assessment can be utilized to tailor the efforts and the messages appropriately and to evaluate the impact of the actions/interventions/activities in the future.

BOX 2.

Identifying Target Groups:

Identifying target groups of awareness raising efforts can be tricky especially when the issue requires wider participation and acceptance from the community/society. Therefore, following questions may help to identify target groups rapidly.

- ✓ Who are involved in this action? Who is directly affected by this intervention?
- ✓ What interests do the target groups have regarding the problem and solutions?
- ✓ What relationship does your organisation have with the target groups?
- ✓ What communication means do they use?
- ✓ What is the demographic characters?

After figuring out who is the target group, the next step is to determine the importance of each audience. If the action/intervention/activity targets many different groups and there is one group that is very knowledgeable and involved in and another group that is not knowledgeable or involved, then the group that does not know as much would be of 10 higher importance. Looking at it from a different perspective, the rank of importance could be how much you need the audience as opposed to how much they know.



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In line with the objectives identified, the OB will have different group of targeted audiences to inform, engage and involve in their effort to raise awareness. These groups have different specifications which require to be targeted differently. For that reason, different level of communications and actions will be needed for different groups.

GROUP 1: WOMEN

Women have been facing discriminatory employment practices and employment barriers due to economic, cultural, political reasons. The main vulnerabilities of the women are considered as reduced labour force participation, low level of participation to social and economic life due to caretaking responsibilities and lack of access to child, elderly, and disabled care, and finally social norms and acceptability of women's work. Another group who suffers from discriminatory practices is the People with Disabilities. They face different forms of stereotyping and prejudices in their integration to social and economic life. Accordingly, strategy aims to ease their integration to economic life by increasing awareness on their rights and the services available for their employability.

Table 3. Target Group 1 - Women

Target Group	Segment	Strategy Response
Women	Women who are employed in formal or informal sector	<ul style="list-style-type: none"> - Improving their awareness and knowledge on their rights & access to services to improve their employability. - Increased awareness on decent work concept
	Women who are unemployed	- Increased knowledge on services and opportunities to increase their employability

REMINDER !!!

Target audiences may be further divided into different sub-groups depending on the demographic information (e.g., age, education etc.) or psychographic information (e.g., opinions, attitudes, concerns). While thoroughly prepared surveys (e.g., baseline survey, perception survey etc.) may help to gather both demographic and psychographic information, observational studies or focus groups may provide comprehensive results with psychographic information.



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GROUP 2: DECISION MAKERS

These groups will be the target of the advocacy efforts to inform and engage public leaders for pursuing development of more gender sensitive policies and practices. It is important to be clear and concise about the purpose and the case that will be presented towards this group. Since influencing is a process that takes time, so you should also consider what resources you have available to invest in this process.

Table 4. Target Group 2 – Decision Makers

Target Group	Segment	Strategy Response
Decision Makers	Ministries	<ul style="list-style-type: none"> - Increased representation in decision – making and public communication. - Increased support to women’s organisations and networks, particularly those giving voice to marginalised groups such as women with disabilities or young girls and women. - Increased usage of gender sensitive language in public communication. - Increased number of gender sensitive policies and programmes.
Decision Makers	Local Administrations	<ul style="list-style-type: none"> - Increased representation in decision – making and public communication. - Increased support to women’s organisations and networks, particularly those giving voice to marginalised groups such as women with disabilities or victims of gender-based violence, young girls and women. - Increased usage of gender sensitive language in public communication. - Increased knowledge on gender sensitive service provision. - Increased awareness of adapting tools and practices for better understanding the needs at local level (e.g. mapping etc.)

GROUP 3: Businesses

Employers’ preference on hiring men rather than women is a general barrier for women’s employment on the demand side. Therefore, business owners and



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representatives should be more gender equality aware. According to International Monetary Fund (IMF), closing the gender gap could increase Gross domestic product (GDP) by an average of 35 percent for the bottom half of the countries. Four fifths of these gains come from adding workers to labour force, but fully one fifth of the gains are due to the gender diversity effect on productivity as women bring new skills to the workplace⁷. In that respect, private sector actors' engagement is required to awareness raising and advocacy efforts both to integrate gender equality in their businesses and to understand Future of Work and the upcoming challenges to ensure their sustainability.

Table 5. Target Group 3 – Businesses

Target Group	Segment	Strategy Response
Businesses	Employers	<ul style="list-style-type: none"> - Informing the employers on their responsibility to ensure “decent work”, - Introducing “Future of Work” concept and improve understanding on upcoming challenges, - Increasing awareness on importance of gender equality norm and issues, - Addressing barriers faced by women, particularly those who are disadvantaged, - Promoting women’s employment through increasing awareness on economic gains of women employment.
Businesses	Unions & Chambers & Business Associations	<ul style="list-style-type: none"> - Increasing awareness on “decent work” and importance of gender equality norm and issues, - Supporting sectors where women dominate to achieve “decent work” conditions and remove discrimination, - Supporting women to access resources to improve income and productivity, - Advocating for improving the business and legal environment for women employment.

⁷ <https://www.imf.org/external/pubs/ft/fandd/2019/03/pdf/closing-the-gender-gap-dabla.pdf> (last access, January 26, 2022)



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GROUP 4: Civil Society

Civil society plays a crucial role in working towards gender equality by representing, supporting and defending women’s rights. As an important source of partnership in achieving society level changes, civil society is expected to play a vital role at grass root level for advancing awareness efforts and promote gender equality norms and issues. Civil society’s engagement in implementation of the strategy will also support advocacy efforts.

Table 6. Target Group 4 – Civil Society

Target Group	Segment	Strategy Response
Civil Society	Non Governmental Organisations (NGO) & Civil Society Organisations (CSO)	<ul style="list-style-type: none"> - Increasing awareness of importance of gender equality norms and issues among the communities, - Increasing advocacy support to address barriers faced by women and access to basic services, - Supporting women and girls, particularly those whose are disadvantaged, to learn vocational skills, - Supporting communities to eliminate discrimination against women and eradicating prejudices, - Increasing cooperation with local and national authorities in addressing gender equality, decent work and equal opportunities issues.

GROUP 5: Media

Media play an important role in how people form their identities, social norms and values in relation to gender. However, gender inequality in media content exists through both the under-representation and mis-representation of women. Men are far more likely to be visible as journalists, experts and subjects than women, and also to be portrayed in a way that values their opinions, experiences and professions. Media can perpetuate gender inequalities, but also have the power to address and challenge them. There is an enormous potential for media to show more balanced, inclusive, and diverse portrayals of gender, thereby contributing to a more just society.



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Table 6. Target Group 5 – Media

Target Group	Segment	Strategy Response
Media	Printed Media	<ul style="list-style-type: none"> - Increased awareness on importance of achieving gender equality, - Eliminating prejudices and stereotypes by improving representation of women, - Adapting gender sensitive language in news presentation, - Promoting success stories and achievements on gender equality practices, decent work applications.
	TV, Radio	

GROUP 6: Wider Public (Adult & Adolescent Men, Children & Youth)

General public can never be a target group by itself. Each individual, who is a part of general public, would be a part of different demographics, values, habits. Therefore, it is important to categorize the audience in general public as much as possible. Successful implementation requires to understand the influences, information and entertainment resources. For example, being as nearly half of the world’s population, individuals who are under the age of 25 can be instrumental to initiate the desired cycle of change. Accordingly, it is vital to review distinctions for wider public for each action/activity.

Table 7. Target Group 6 – Wider Public

Target Group	Segment	Strategy Response
Wider Public	Men (Husbands, fathers, brothers etc.)	<ul style="list-style-type: none"> - Increased awareness on importance and gains of gender equality and equal opportunities for themselves as individuals and the society.
	Children (School aged)	<ul style="list-style-type: none"> - Understanding gender roles and eliminating prejudices & stereotypes in family, work, education and participation, - Understanding the women’s human rights, - Adapting gender sensitive attitudes and language.
	Youth (15-24)	<ul style="list-style-type: none"> - Understanding gender roles and eliminating prejudices & stereotypes, - Increased awareness on working rights and decent work,



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- Adapting gender sensitive attitudes and language.

Section 5 – Key Messages

Key messages are one of the critical components of awareness raising and advocacy efforts. The development and delivery of the messages requires customized approaches to ensure the relevance of information for target groups and audiences.

In that respect, “key messages” mean what target groups need to see or hear. Transforming information to a message and dissemination of the message by means of using appropriate tools and creating extensive impact are crucial to awareness raising and advocacy efforts. The message may change slightly depending on the audience and action expected from this audience, as well as the method of delivery.

Messages to be developed should be composed with simplicity in mind, while packing enough punch and/or information to provoke interest. Message development process should also consider different factors such as socio-cultural sensitivities, language and psychological appropriateness. For instance, if the target audience has prior beliefs and values already consistent with those presented in a message, then using statistics can be persuasive. If audience beliefs are counter to your information, emotional stories may be more effective.

Language should be used simply to make it accessible to the broadest possible audience. Industry specialists, journalists and the public should not begin to lose the plot when reading key messages. Key messages are first impressions, and they should make positive lasting impressions.

In that respect, the first phase of the key message development should be developing a top-line, an overall message. This should sum up what needs to change, outline the objective and describe why it is important. All other secondary messages focused on specific audiences should be developed from this one.



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BOX 3.

GENDER SENSITIVE LANGUAGE:

Gender equality made manifest through language and therefore, it is utmost importance that women and men addressed through language as persons of equal value, dignity, integrity and respect in the key messages.

Within the scope of this strategy, the key messages are proposed to be formulated based on following perspectives of gender equality and decent work

- Benefits (Decent Work and Gender Equality improves individuals' lives and society)
- Opportunities (Decent Work concept define the challenges of Future of Work and provide solutions for all)
- Achievements (Success Story: How equal and decent work changed lives)
- Necessity (Today's skills will not match the jobs of tomorrow)

In that respect, considering the OB's position in spreading decent work concept and promoting gender equality in business, the key message may be as follows:

"Gender equality is not about being the same. It is about having the same rights and opportunities in life. Ensuring gender equality is an important step in achieving an inclusive and decent work to combat future challenges."

Following the formulation of the main message, more specific secondary key messages may be developed according to target groups. The secondary messages may be based on following information:

Table 8. Messages for Target Group 1 - Women

Target Group	Segment	Key Information / Message
Women	Women who are employed in formal or informal sector	- Women/People with Disabilities being aware of their rights would increase their access to equal opportunities and decent work.



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	Women/People with Disabilities who are unemployed	- Discriminatory social norms that expect women to undertake the bulk of domestic work are often a barrier to greater female participation in the labour force.
Know your rights to improve your lives // Haklarınızı bilin yaşamınızı iyileştirin.		

Engaging women in Awareness Raising and Advocacy efforts requires to recognize the needs and understand the psychological barriers they may face (customs, taboos etc.). In that respect, the message development may focus on promoting the role that women do and can play in achieving gender equality at each level. It is always useful to consult with women before introducing the message or any activity to make them feel that their needs have been considered.

Table 9. Messages for Target Group 2 – Decision Makers

Target Group	Segment	Key Information and Message
Decision Makers	Ministries	<ul style="list-style-type: none"> - Women’s economic participation helps to drive growth at national level and reduce poverty within communities and households. - Specific measures must be developed to address the policies, laws, procedures, norms, beliefs, practices and attitudes that maintain gender inequality. - Increasing the amount of education received by women can significantly increase incomes and help to eradicate poverty.
	Local Administrations	- Municipal service provisions should better address the needs and priorities of women and men and facilitate women to participate in political, economic and social sphere.

Considering that information is the power, it is important to get understand what their stake in this effort is – in this case, what would gender equality provide to them. Accordingly, the proposed solution and the problem should be presented to decision makers with data and evidence that defines the problem and the solution. Persuasive,



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clear and frequent communication of the opinions is the key to spread the message and influence the decision makers.

Table 10. Messages for Target Group 3 – Businesses

Target Group	Segment	Key Information / Message
Businesses	Employers	<ul style="list-style-type: none"> - Gender equality and women’s participation in the labour market are key to the future of work. - Women’s insufficient representation leads to loss of significant human capital. Higher levels of gender diversity drive up productivity and innovation. - Businesses ensure “decent work” standards and / or improve outcomes for women may lead to potentially significant returns.
	Unions & Chambers	<ul style="list-style-type: none"> - Gender equality and women’s participation in the labour market are key to the future of work. - Increased social dialogue between employers and unions would pave the way to “decent work” conditions. - Economic development of the nation should be supported by efforts to remove barriers and strengthen capabilities.

Businesses have a vital role in achieving Decent Work Agenda and gender equality. But they are busy. They are busy with the growth of their business, they are busy with finance and they are busy with competition. So, the best manner to adopt while communicating with business actors are keeping the conversation relevant to business and empathise. Contrary to the decision makers, here sender should focus on quality of the message not the quantity. Working with professional bodies would also support understanding sectors better.

Table 11. Messages for Target Group 4 – Civil Society

Target Group	Segment	Strategy Response
Civil Society	NGOs & CSOs	<ul style="list-style-type: none"> - Civil society organizations are instrumental in promoting women’s rights and gender equality. - Civil society may contribute development of programmes for decent work in terms of advocacy, awareness raising in the fields of gender, social exclusion, informal sectors etc.



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It is important to make a necessary distinction for actively involving people in advocacy and awareness raising efforts. Participation and engagement is two different involvement types. Engagement is top-down process (e.g., government invites all businesses to attend citizen panels in which new gender sensitive policies will be introduced). Participation is a bottom-up process (e.g. a group of business owners come together and introduce how gender sensitive policies may be adapted and implemented in their relevant sector). Based on this distinction, Civil Society is always a special target group. They actively involve in these efforts. Therefore, the messaging for them should be clear and encouraging.

Table 12. Messages for Target Group 5 – Media

Target Group	Segment	Strategy Response
Media	Printed Media	- The root cause of gender inequality is the role and place which culture and society assigns to women. - Media plays a very significant role in shaping public perceptions about women and men; therefore, it is important that reporting avoids any form of gender stereotypes, which often limit and trivialize females and males.
	TV, Radio	- The root cause of gender inequality is the role and place which culture and society assigns to women. - Media plays a very significant role in shaping public perceptions about women and men; therefore, it is important that reporting avoids any form of gender stereotypes, which often limit and trivialize females and males.

Media should be an integral part of the efforts all the time. The message for the media should promise newsworthy practices, positive institutional and structural changes and address stereotyping, discriminatory causes of gender inequality.

Table 13. Messages Target Group 6 – Wider Public

Target Group	Segment	Strategy Response
Wider Public	Men (Husbands, fathers, brothers etc.)	- Equal sharing of family responsibilities for work in the home and respect for equal rights of men and women strengthens family and society's welfare. - Gender equality does not mean women and men are the same, it means they are equal in terms of rights, access to services and opportunities.
	Children (School aged)	- Equal sharing of family responsibilities for work in the home and respect for equal rights of men and women strengthens family and society's welfare. - Gender equality is a basic human right, and it is also essential for a prosperous society.



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	Youth (15-24)	<ul style="list-style-type: none">- Gender equality starts at home and stretches to society and decision makers.- Young boys and men may challenge patriarchal beliefs, practices that drive inequality between men and women by sharing their power and privilege.
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Section 6 – Activities / Tactics

Tactics, outreach activities are the means through which the objectives will be achieved. Different situations call for different tactics. While social media platforms and the Internet have become increasingly popular, they are not necessarily always the best media for raising awareness on the topics to be addressed. Radio, newspapers and print media are still influential and can still be an important channel of communication in certain regions or amongst certain groups. Online and onsite communication can strengthen each other, or the communication can be broadcasted on different platforms simultaneously to increase the number of entry points. Nevertheless, multiplying the places to share the information is not always necessary. A careful and thought-through selection of the most relevant media is more important than an accumulated presence over many. Budget and resources also limit quality engagement on numerous media. Therefore, it is beneficial to combine tools and tactics and implement them at a time which would provide wider attention opportunities. In that respect, the first tactic proposed is to utilize the national and international awareness days.

6.1. National / International Awareness Days

Usually set by major organisations or government, international awareness days are to commemorate a public or ethical cause of importance on a national or international level. Activities to be conducted on those days would support all specific objectives of the Strategy, specifically the advocacy, and provide a constant presence for the Beneficiary. Accordingly following days may be used to increase awareness with optional tools/channels.



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Table 14. Proposed main tactics/activities of the strategy to be implemented in relevant national/international recognition/awareness days.

DAY	ACTIVITIES PROPOSED
24 January - International Day of Education	<p>Activity 1. Preparation of an infographic marking the situation of girls in education.</p> <p>Activity 2. Preparation of a press release on educational rights and access of girls in Turkey.</p> <p>Activity 3. Preparation of a social media post to be published by the Beneficiary and provincial level DGs.</p>
11 February - International Day of Women and Girls in Science	<p>Activity 1. Preparation of short videos by women scientists to encourage girls to be a part of scientific world to be distributed on social media.</p> <p>Activity 2. Preparation of fact sheets about well-known women scientists (e.g. Marie Curie, Safiye Ali as the first woman medical doctor in Turkey, Remziye Hisar as the first chemistry professor of Turkey, Sally Kristen Ride first female astronaut etc.) to be distributed on social media.</p>
20 February - World Day of Social Justice	<p>Activity 1. Online Panel on “Changing World of Work: Opportunities and Challenges for a Decent Future”</p>
8 March – International Women’s Day	<p>“Equal Opportunities, Equal Responsibilities, Equal Lives” Campaign</p> <p>Activity 1. Preparation of infographics</p> <p>Activity 2. Preparation & Distribution of brochures/leaflets</p> <p>Activity 3. Content Focused Event</p> <p>Activity 4. Visibility Event</p>
21 April - World Creativity and Innovation Day	<p>Activity 1. Preparation & Distribution of Social Media Content about women in Creative Economy</p>
22 April - International Girls in ICT Day	<p>Activity 1. Preparation and distribution of a fact sheet about digital equality.</p> <p>Activity 2. Community engagement on social media through “STEMGirls” hashtag & storytelling by girls in Science, Technology, Engineering, Mathematics (STEM) education</p>



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Table 14. Proposed main tactics/activities of the strategy to be implemented in relevant national/international recognition/awareness days (Continued)

DAY	ACTIVITIES PROPOSED
1 May – International Worker’s Day	<p>Activity 1. Conference on Changing Labour Relations and Challenges to Achieve Inclusive, Equal Workplaces</p> <p>Activity 2. Development of a Public Service Announcement to mark the importance of being prepared for the future of work.</p>
10 – 16 May – National Week of People with Disabilities	<p>Activity 1. Preparation of a Women with Disabilities fact sheet</p> <p>Activity 2. Organising an info-day with municipalities for services for women with disabilities</p> <p>Activity 3. Development and delivery of an online training for private sector to achieve a more inclusive and accessible work place for women with disabilities</p>
12 June - World Day Against Child Labour	<p>Activity 1. Preparation of an infographic on the situation of child labour in the world and in Turkey.</p> <p>Activity 2. Preparation of a press release on the situation of child labour in Turkey and efforts to combat child labour.</p> <p>Activity 3. Preparation of a radio spot for local radios on how to combat child labour</p>
3 June - International Day of Cooperatives	<p>Activity 1. Community engagement on social media through “WomenCooperatives” hashtag & storytelling on achievements of cooperatives in empowering women</p>
12 August – International Youth Day	<p>Activity 1. Preparation of a statement & poster on how youth may lead the efforts to achieve an equal, inclusive and decent work for all.</p> <p>Activity 2. Development and Delivery of an online Gender Sensitive Language training for university students.</p>
8 September – International Literacy Day	<p>Activity 1. Preparation of social media content for marking the importance of literacy in eliminating inequalities.</p>



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Table 14. Proposed main tactics/activities of the strategy to be implemented in relevant national/international recognition/awareness days (Continued)

DAY	ACTIVITIES PROPOSED
18 September - International Equal Pay Day	Activity 1. Development of a fact sheet and press brief for the media on the equal pay gap. Activity 2. Development of a television/radio broadcast with experts on equal pay gap and how to achieve it. Activity 3. Community Engagement on social media through "equalpayequaljobs" hashtag & empowerment messages by influencers and celebrities.
7 October – World Day for Decent Work	Activity 1. Content Focused Event Activity 2. Video Testimonials Activity 3. Social Media Campaign Activity 4. Animated Movies / Presentations
15 October – International Day of Rural Women	Activity 1. Community Engagement on social media through hashtags & photos by regular users marking the labour of rural women. Activity 2. Online Panel Discussion on "Decent Rural Employment"
25 November - International Day for the Elimination of Violence against Women	Activity 1. Development of infographics on gender-based violence Activity 2. Development of an online training for journalists on "Gender Sensitive Reporting" Activity 3. Community Engagement on social media through hashtags & statements by influencers and celebrities. Activity 4. Development of an online Workshop with Youth on Eliminating Gender Based Violence
3 December – International Day of Persons with Disabilities	Activity 1. Community Engagement on Social Media through hashtags & photos by regular users marking the labour of rural women. Activity 2. Online meeting with chambers on "Eliminating Prejudices towards women with disabilities"
10 December – Human Rights Day	Activity 1. Preparation of a poster / flyer on women's rights.



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6.2. National Campaigns on Gender Equality and Decent Work

Public Awareness is about increasing the level of understanding of public (e.g. ordinary citizens, business executives, public officials, policy makers, CSOs) about the importance and implications of a specific issue. It requires to provide information and knowledge to individuals with the aim of laying the foundation of a change in the attitudes.

In that respect, it is proposed to conduct two nation-wide short term campaigns to increase the knowledge of the public and have a positive impact over the attitude and practices of target groups. Both campaigns should be developed in a timely and participatory manner to augment the impact. Each campaign's objectives, target groups, key messages and approach should be defined at least three months prior to the implementation.

Within this scope, the first campaign is proposed to focus on Gender Equality under the proposed theme of "**Towards an Equal and Inclusive Work Life**". The campaign will aim to raise awareness on eliminating gender based discrimination in the work places by revealing unequal gender norms in terms of expectations, opportunities and access to services.

Timings of the campaigns are crucial for the success. Accordingly, it is more beneficial to use the spring and autumn times to launch the campaigns to increase the public involvement through public events. It is also useful to get benefit from international recognition days and weeks. For instance, a campaign to increase gender equality awareness, 8th March, International Women's Day be selected to launch a campaign. An alternative campaign timing may be September 2022 due to the International Equal Pay Day to be celebrated on 18th September. Therefore, it is important to follow up such days and occasions in campaign planning.

The campaigns will be enriched through utilisation of different tools and implementation of different activities, which are indicatively as follows for the first Campaign;



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Table 15. 1st Campaign Activity/Tool Matrix

Tool / Activity	Content	Target Group	Medium
Infographic – 1	Statistics on Women’s Employment	Media, Private Sector, Wider Public	Online Channels
Infographic – 2	Benefits of Increased Women’s Employment	Private Sector Representatives	Online Channels, Events
Brochure / Leaflet – 1	Gender Equality Starts at Home “Gender Norms & Shared Responsibilities”	Wider Public	Events
Brochure / Leaflet – 2	Education against stereotypes “Women superheroes, stay at-home dads, boys playing with dolls”	Children	Online Channels & Ministry of Education
Content Focused Event	Conference on Empowering Women Against the Challenges of Future of Work	Policy Makers, CSOs, Media	Online or Hybrid
Visibility Event	Announcement of Equal Opportunity Employer Contest	Private Sector, Media	Online or Hybrid

All activities and tools proposed here should be supported in different platforms (e.g. social media, traditional media etc.) via relevant content development efforts and applicable tools, which are elaborated in Section 7.

In order to serve advocacy purposes a collective position statement may be prepared to launch the first campaign with the participation of target groups. The position statement would also confirm the commitment and dialogue among stakeholders to achieve equal and inclusive work and life.



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BOX 4.

WHERE ARE WE BEFORE CAMPAIGNING?

Gender Inequality is being experienced different in every community and place. This means knowledge, attitudes and practices would also differ. For that reason, research is the foundation of any public awareness effort. Research provides evidence to shape the approach and support building a meaningful Call to Action (CTA).

In that respect, it is recommended to conduct research that would be used as a baseline prior to the awareness raising efforts. Since a baseline survey would measure key indicators, it would be better to conduct the survey as the first thing to do in the implementation so change and progress can be assessed regularly throughout the implementation.

It is important to remember that a baseline survey is different than a pre and post-test, which provides data to measure change in knowledge after the action (e.g. training or workshop on gender equality). However, understanding the changes in attitudes or practice require a more comprehensive approach such as Knowledge, Attitude and Practice surveys.

While deciding what is needed, it is also helpful to remember that quantitative research is mostly done large groups of individuals and provides measurable data in numerical form. Qualitative research is more beneficial when a deeper understanding on target group's views, opinions and behaviours is needed and it provides narrative or non-numerical formed information.

The second campaign is proposed to focus on mainstreaming Decent Work concept under the proposed theme of "**Decent Work, Decent Future for All**". The campaign will aim to mainstream the Decent Work concept and elaborate on how it is critical for a decent future as it is linked different dimensions of development. Timing of the campaign may be chosen from the first and last four months of the year.



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Table 16. 2nd Campaign Activity/Tool Matrix

Tool / Activity	Content	Target Group	Medium
Content Focused Event	Conference on Decent Work and Situation in Turkey	Policy Makers, Academia, Media, Practitioners	Online or Hybrid
Video Testimonials	How Decent Work Changed My Life? How Decent Work Improved My Workplace?	Business Owners, Wider Public	Online Channels
Animated Videos	What is Decent Work? What is future of work?	Wider Public	Online Channels
Social Media Campaign	Distribution of video testimonials and animated videos to increase the engagement	Wider Public	Social Media Platforms to be decided

6.3. Establishing Focal Points among Social Partners

Decent Work agenda has multiple dimensions to be addressed at national and local levels in terms of policy making and implementation. Especially at local level, which is the closest level to citizens, elevating the profile of the principles requires utilization of integrated and coherent approaches and advocate for evidence – based interventions. Accordingly, it is proposed to establish focal points among social partners in provinces.

These focal points will facilitate information sharing and joint planning for activities at local level. They are expected to contribute dissemination of Decent Work principles, as well as Gender Equality as a cross cutting objective. As pilot implementation, it is proposed to nominate focal points from the staff of chambers and/or unions in six major provinces.

Following the nomination of focal points, they will be provided an online training on Decent Work agenda and Gender Equality by the OB. After the trainings, focal points are expected to support local level preparations for awareness raising efforts, contribute to social dialogue among social partners.

Throughout the first interim evaluation of the strategy, this activity will be reviewed and based on the impact, it will be expanded to different cities or it will be cancelled.



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6.4. Gender Sensitive Journalism Trainings for Journalists

Media has a great impact on humans' lives, which puts a huge responsibility over the journalists' shoulders. Researches show that women are underrepresented in the media and portrayal of women in the media mostly serves long living stereotypes and prejudices. It is crucial to involve media in awareness raising and advocacy efforts not only because of the visibility and publicity purposes but because the media is a driver of the public opinion.

In that respect, it is proposed to conduct "Gender Sensitive Journalism Trainings" for media members. The trainings should be prepared considering the busy schedules of the journalists and must be conducted in a hybrid manner. Accordingly in selected provinces the trainings can be conducted on site with participations. For effective dissemination of the training, the modules should be disseminated through online channels.

The indicative topics for the training are;

- Gender Sensitive Journalism & Relevant Concepts
- Gender Stereotypes and Relations
- Women's portrait in media. The role of the journalist and media in covering women stories.
- How should journalists report gender-based violence?
- Gender Sensitive Media Indicators

The trainings should be planned for active times of the year such as January – May and September – December. Trainings that are planned in summer times may face difficulties in terms of ensuring participation or attention of media members, who are incredibly busy and mostly reluctant to sit and listen to a lecture in a hall.

6.5. Informative Seminars for Women's Empowerment

Research indicate that women's integration to labour market play a key role for women's personal and social development. However, apart from structural reasons, women stay behind because they do not know from where to start or how to learn new skills that would contribute their employability.

In that respect, it is proposed to conduct Informative Seminars for Women at provinces in cooperation with Municipalities or Turkish Employment Institution. The seminars are proposed to be designed as half day events considering the domestic responsibilities of non-working women. The seminars' schedule should be discussed and decided with partnering institution.



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Topics to be discussed at each seminar may be identified prior to the design of the seminars. However, following topics are proposed tentatively.

- Employability-How and Where to learn new skills?
- Rights at Work
- Municipal Services provided for women
- Gender Equality & Gender Equity

6.6. Gender Justice Videos for Children

Even though each decade is being better than the previous one in achieving gender equality, research indicates that at least another 100 years are needed to close the gender gap. There are many reasons behind this gap, which varies from uneven access to education to lack of equal opportunities or employment. Considering that still more than 60 percent of economies needs improvement in their legislation affecting women's remuneration, it becomes more obvious that societal mindset should be changed to achieve the gender equality.

In that respect, while progressing with the current generations through policy developments and interventions in implementation, it requires to introduce a new understanding to new generations. Since children pick up what they see in culture and continue with it, it is important to educate them in a manner to eliminate gender stereotypes, prejudices.

Accordingly, it is proposed to develop an animated series for social media platforms to teach children about the gender norms, gender neutral language, gender bias and gender based discrimination. The series should be developed with participation of psychologists and professional scripty writers in order to avoid any misrepresentation.

The exact number of series may be decided prior to the pre-production phase. Once the videos developed, they may be also distributed to pre-schools via Ministry of National Education. The series should not be longer than a maximum of 60 seconds considering the attention span of the audiences.

Animated TV series are recommended to be planned in the second half of any year, when would be more beneficial in terms of enriching the activity at school times. During the second interim evaluation of the strategy, this activity will be reviewed in line with the financial resources of the OB and in case budget limitations occur, it will be postponed or renewed with a new activity.



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6.7. “Decent Future for All” Digital Photo Contest and Exhibition

As to be explained in Section 7, any contest is an important tool for building a follower’s base for a cause. They enable interaction and conversation, which also provides support monitoring the effectiveness of communication efforts for awareness raising.

As a user-generated content promotion method, it is proposed to conduct a “Decent Future for All” Digital Photo Contest amongst the youth. Considering that almost every mobile phone is also a camera nowadays, the contest will aim to engage the youth to the awareness raising efforts of the OB on their schedule. The contest is proposed to be conducted through digital platforms, where the applications may be received through a dedicated web page and /or social media account. Another method may be cooperating with a profession-based association like photography artists association.

The announcement of the contest should be launched as early as any year ending of beginning so it would give time to get enough application before summer interruptions. A lower barrier to entry provides the best way to engage target audiences in these contests.

The contest results will be announced through online channels and an online exhibition will be prepared on the website of the OB for the awarded photos.

6.8. Social Media Presence and Social Media Campaigns

Amongst others, social media, with its dynamic and fast-moving communications environment, is an invaluable tool to support awareness raising activities. As the functionality of digital devices broadens and improves, content of social media gets sophisticated, and messages can be delivered rapidly to multiple global audiences.

For that reason, now, social media is being used not only to drive engagement but to inspire people to act. However, such inspiration does not come with only having a presence on social media platforms. It requires to have a good understanding of the conversations, spaces and influencers, which would pave the foundation for an enthusiastic follower base that would provide the support to the awareness raising efforts beyond any campaign.

Within this context, a proper social media management should be ensured throughout the implementation of the strategy. Successful awareness raising on social media may be achieved by planning efficiently, enabling collaboration and delivering messages to targets at the right time. A monthly posting schedule should be prepared to ensure that the content is aligned with the strategy. Even though the OB staff does not have



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direct access to social media accounts of the DG, it would be beneficial to follow social media with apps like Hootsuite or Buffer to schedule all the posts ahead of time.

Social media campaigns, on the other hand, are a tactic, and are considered a “periodic” social media activity. Campaigns are most often run when an idea needs testing, a very specific goal is achieved, or increase participation. Within the scope of this strategy, two types of digital campaigns may be developed: Advocacy campaigns, where a focused effort around gender equality would occur and Engagement campaigns, where a focused effort to engage more people with decent work and gender equality principles.

Within this scope, as mentioned under Section 6.1., the National / International Awareness Days’ schedule, a quarterly posting schedule may be developed to ensure social media activity. In terms of campaigns, apart from the proposed national campaigns under 6.2., one social media campaign for every quarter may be prepared. An example is provided below at Table 17.

Table 17. Campaign Schedule

Campaign	Proposed Timeline	Objective	Proposed Content
Introduction: Who are We?	February 2022	Introducing the Awareness Raising Efforts & the OB	Visuals Photos Expert Articles
Where is the “work” going?	May 2022	Introducing Future of Work Concept with Challenges and Solution Suggestions	User Generated Content Visuals Expert Articles
Gender Stereotypes	August 2022	Gender Concepts	Visuals Photos Expert Articles
Gender Empowerment	November 2022	Gender Empowerment & Gender Based Violence	User Generated Content Visuals Expert Articles



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Section 7 - Channels & Tools

This section provides information on utilisation of different communication channels (e.g. conventional media, digital media, and interpersonal events) and tools (e.g. audio-visual materials, Information, Education and Communication materials, website, lobbying, events, campaigns trainings, working with media actions etc.).

7.1. Interpersonal Communication Tools

7.1.1 Trainings

Effective trainings can inform and motivate target audiences and groups to change gender-based attitudes and behaviours, as well as working practices, which would contribute improved work environment. Trainings would also educate the multipliers on gender sensitive language and gender roles aspects. It is important to consider that trainings can be costly and most effective in smaller groups. Therefore, these factors and further cooperation opportunities should be taken into consideration in the training development process.

7.1.2. Content focused events

Content focused events can vary from conferences to launches. However, whether it is a summit to discuss gender sensitive policy making or it is a launch for a sector specific gender equality report, the main purpose of the these events is to promote the organisation while disseminating the targeted information.

These events are always a great occasion to communicate key messages with target group but it requires careful planning and time to organise such an event. Please see Annex-2 for the event preparation tips.

7.1.3. Visibility events

Visibility events are the backbone of communications of campaigns. They can be at the beginning or they can be held at the end of the campaigns. Their scope is always big and focus is generating media coverage. They should be creative. Visibility events may include (but not limited to);

- *Awards*

An event during which a company/ employer / institution is rewarded for outstanding contribution to “decent work” concept or “gender equality”. The awards aim to demonstrate, by example, the benefits of following gender sensitive practices, decent work requirements to employers and public. Through such awards best practices may be promoted and spread across sectors and target groups. The awards, considering the requirement of award ceremonies, may be costly with financial rewards.



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- *Competitions*

Contests related to gender equality and decent work topics could be organised throughout a campaign period. It can be a photo, video, or painting competition. Based on the target groups, the competitions would reinforce the key messages and create an interest in these topics among the public. Competitions may have a limitation to engage wide audiences, but this can be eliminated by cooperating with relevant stakeholders.

BOX 5.

ORGANISING AWARD COMPETITIONS:

Starting a contest may have a boosting effect over the awareness raising efforts since people like having their efforts, work, and accomplishments acknowledged. A competition for businesses also carries a strategic value in terms of recognition, credibility, public relations, team building. Here are some tips for organizing award competitions;

- ✓ An awards competition usually has 4 main phases, which are the registration period, entry submission, entry evaluation, and announcements.
- ✓ Amongst other, the longest stage should be the collection of entries to increase the number of participations. The evaluation phase shouldn't be too long to avoid misunderstandings.
- ✓ Featuring industry experts on the judging panel provides prestige and publicity therefore, selecting judges should be focused on experts who will lend legitimacy to the awareness raising efforts.
- ✓ The entry categories define the competitions, which requires identifying and doing research on target audience first to identify potential candidates who might be interested in.
- ✓ There are plenty of magazines for every professional sector and editors of industry-specific publications can be influencers in the field. It is beneficial for everyone to get in touch with these influencers either as a potential judge or as a media member.
- ✓ Properly formulated judging criteria minimizes the unconscious biases for jury members and focuses their attention on the qualities of each participant, on the merits of each entry.
- ✓ As a key phase of competitions, announcing the winners is the fun part. However, this requires to give a thought on the format of announcing. Based on the event management tips provided in Annex-2 of this document, announcements and award ceremony can take place as an online or physical event, or a hybrid one.



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7.2. Media Communication Tools

(Please see Annex 3 for Media Communication Tips)

7.2.1. Press Releases

A press release is a written announcement to the press with the goal of generating media coverage. It is essentially a request to the media to talk about an issue or to tell them of news that can be of interest. Press releases are a must for virtually every campaign, especially for the launches.

The direct method to attract the attention of the media will be press releases. Press releases may be bilingual according to the targeted organisations. Press releases should be carefully designed in terms of its content and only entail basic and key information about the issue in general and the specific message. Press releases should be produced and distributed to the widest possible set of relevant media organisations via fax and e-mail.

The timing of the press releases should be strategically determined especially to be sent just before critical events, such as visibility events, content focused events and launches so that the media/press has recent news to report and publish.

7.2.2. Press Conferences

Being as a voluntary presentation of information to the media, a press conference is a special occasion when making an impression to the media is needed. It is because the press conferences provide opportunity to give more information than a press release. Moreover, its interactive nature allows taking and answering questions from the press, which allows emphasizing points that might not have a chance to be made otherwise.

As it requires the media representatives to be present, the press conferences should focus on important developments and to explain significant local and wider implications of these developments. A press conference serves to communicate important news while offering journalists an interactive forum to find out about the campaign topic.

Prior to press conferences organisational issues such as venues and resources should be considered, as well as who is going to be involved.

7.2.3. Press Trips / Editorial Visits

A press trip offers journalists the chance to gain first-hand experience of a place or a particular situation. These can be organised to visit best practice companies/factories/facilities. As a quite effective method for sustainable media



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relations, editorial visits would also prevent inadequate reactions towards invitations, ignored press releases and misinformation. Such individual visits would strengthen the relations but also it will allow interacting personal contacts that will make building public awareness easier.

7.2.4. Interviews

An interview is a conversation between someone from the OB, or an expert that OB is working with during the campaign, and a journalist. An interview gives the chance to present campaign to the media directly, to help sell it and bring it to life. However, there is no guarantee that the journalist will ask easy questions, therefore interviewee should be prepared for any questions they may ask.

7.2.5. Media Articles

A media article is a text or a piece circulated to relevant publications, intended to draw public attention to something. Its purpose can be factual and awareness-raising and in this sense it's an effective way to publicize awareness raising efforts or collaborations to a wide audience, which also includes politicians and policy makers.

Since journalists receive a lot of text every day. Therefore, your article really needs to stand out in terms of quality to gain a journalist's attention. If well written, the article could be published in a key title providing a lot of potential readers and Journalists may ask for more materials or be interested in organizing an interview.

7.2.8. Media Partnerships

An exclusive cooperation between the OB and selected media may bring mutually beneficial publicity. Such partnership can enhance credibility of the efforts by way of a 'third party endorsement' and these partnership may support low budget campaigns, as the publication will be more likely to publish news about the campaign.

7.3. Information/Visibility/Promotion Tools

Information/Visibility/Promotion do have a key importance as to create appropriate and specific information for a campaign that encourages change in the attitude. Keeping in mind that effective information materials can awaken curiosity and interest in the issues in concern, these materials will be a tool to assure a strong and sustained impact and behavioural change in terms of awareness raising for the given target groups.



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7.3.1. Printed Materials

- *Brochures*

Brochures contain valuable information with high quality photographic illustrations, focusing on results and outcomes. They aim at informing both target groups and relevant stakeholders.

- *Leaflets*

Leaflets are the simplest and most accessible tools particularly in delivering the related information to the targeted audiences. Leaflets include short and concrete information on incentives for different target groups.

- *Posters*

Posters are simple but effective tools. The aim of a poster is to deliver a simple, uncomplicated message to its audience. It should provide a clear flow of information from beginning to end. If there is text on the poster it should remain short. The font should be clear. Posters often contain powerful or eye-catching images.

- *Billboards*

A billboard advertisement creates more impression than any other outdoor advertisement. Thus, it is the most popular outdoor advertising type to reach the general public. The billboard designs should be designed to be read from cars going with a speed of 50 km/hour. The designs should be simple but attractive, with minimum writing and a short and striking slogan, as the span of attention focusing on the billboards are very short.

7.3.2. Audio-Visual Materials

- *Videos*

Videos can be used as information and educational materials to distribute to wider audiences in different platforms. Videos can be produced with casting or animation options. Whether it is animated or not, it should tell a story and it should capture the audience with the campaign message in an informing and imaginative manner. All videos should be developed in a gender sensitive manner in terms of representation and language.

- *TV Spots*

TV spots are like an advert on television for services or products. It has a story, actors and a message and it aims to convince the viewer of the benefits of the product or service the advertiser is promoting. When, as is the case with most gender equality and decent work campaigns, the TV spot is non-commercial, it is called a "PSA", or



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Public Service Announcement. PSAs should be max. 45 seconds. All videos should be developed in a gender sensitive manner in terms of representation and language.

- *Radio Spots*

Radio spots are like tv spots that the audiences can hear. The same principles in the TV spots applies to radio spots in terms of content but a radio spot would be most effective if it is max. 15 seconds long. All videos should be developed in a gender sensitive manner in terms of representation and language.

7.3.3. Gadgets / Give-aways

Production and dissemination of gadgets / give-aways is another efficient way in creating awareness. These tools attract attention of various target groups and stakeholders, and help creating visibility for the cause.

7.4. Digital Media

7.4.1. Website

With the rise of social media, websites may seem less favourable, but a website is still an indispensable tool to communicate with the public. Even though the OB has its own website, a website devoted to campaigns may be developed, which would eventually turn into an invaluable information vault on the cause for public. The website may include;

- Latest progress in the campaign
- Information to be shared as documents (reports, articles, presentations etc.)
- Links to national and local stakeholders
- Calendar of events and trainings
- Media documents: Articles, news clips, media outputs, press releases
- Downloadable visibility materials such as brochures leaflets
- Announcements

Even though, the Ministry has one official website, in which the OB cannot interfere with, it is important to track following metrics in case of developing a dedicated website for the campaigns. In such case, following metrics are proposed to be tracked.

- Number of Visitors,
- Bounce Rates,
- Average Pageviews per Session
- Average Time on Page,
- Device Type
- Pageviews



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These metrics may be tracked through different online tools. Considering the OB has a dedicated Information Technology department, these metrics should be requested from them on a regular basis to monitor the effectiveness of the website.

7.4.2. Social Media

Social Media has been an important tool for any communication effort for more than a decade now. However, campaigns differ from everyday social media efforts because of their increased focus, targeting and measurability. In that respect, conducting a social media campaign would mean and require actively starting conversations online, pushing content, driving traffic and expanding visibility.

Short terms social media campaigns would contribute to increased interaction which would generate traffic, as well as disseminate the campaign's key messages to target groups. Such campaigns would also contribute the campaign communication in winning over targeted influencers to build a direct relationship by engaging with them.

However, it should be remembered that social media moves so quickly, which is very affirmative in terms of disseminating messages of the campaigns but also may be risky in terms of facing a Public Relations crisis comes out of nowhere. Therefore prior to campaigns it requires creating a social media policy, which would include guidelines for copyright, privacy, confidentiality and voice of the OB as a brand, as well as a crisis plan development.

Another important aspect to be considered for the social media campaigns is they require professional social listening abilities such as monitoring social media channels for mentions of the campaign activities and keywords relevant to campaign, as well as analysing those in order to develop required actions, contents from the findings in line with OB's brand positioning.

Finally, and most importantly any successful campaign requires a good content, which push people link themselves to it in various ways when exposed. This would be the foundation of increased rankings in search engines as well, which would contribute to campaign website hits as well. Content development requires regularly generating new, relevant and compelling content as a means to connect with target audiences. This content may be in various forms and formats varying from asking questions, setting up polls or create videos.

As the social media's size of accessibility and the amount of information generated would enable the campaign become more visible and accessible to larger user communities, the presence in social media platforms (e.g. LinkedIn, Twitter, Facebook, YouTube, Instagram etc.) should be ensured to enable access not only to



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existing interested groups but also to larger communities via a structured social media plan. Please see Annex- 4 for Social Media tips.

Section 8 – Roles & Responsibilities

The strategy implementation covers a vast geographical area compared to relatively limited resources. Therefore, the implementation of the strategy requires joint effort. Considering that the OB does not have a unit or staff works in the field of communication, awareness raising or advocacy, it is firstly proposed to assign a new role with the responsibility of ensuring quality and following the implementation of the strategy and its outputs. This new role will coordinate these joint efforts in coherence.

The Ministry has a Publicity Directorate and any mass media communication will be managed with them. Considering the Ministry has multiple priorities, it is recommended to work with an external professional service agency when and if major activities overlap.

Section 9 - Resources

Annual budget allocated for awareness raising efforts will be used as the financial resources of the strategy. Considering the proposed activities following expert profiles will be needed in the implementation of the strategy;

- ✓ Graphic Designer, for development of visuals,
- ✓ Content Experts, for development of content for printed materials and social media,
- ✓ Event Manager, for design, development and implementation of events with solid supplier management skills.



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ANNEXES:

- ANNEX.1 - SWOT ANALYSIS FOR THE ADVOCACY AND AWARENESS
- ANNEX.2 - EVENT MANAGEMENT
- ANNEX.3 - MEDIA RELATIONS TIPS
- ANNEX.4 - SOCIAL MEDIA
- ANNEX.5 - WRITING A QUALITY CONTENT
- TEMPLATE.1 – PRE & POST EVALUATION FORM FOR INFORMATIVE
- TEMPLATE.2 – COMMUNICATION CAMPAIGN MATRIX
- ANNEX.6 - CAMPAIGN EFFORTS FROM THE WORLD



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ANNEX.1 - SWOT ANALYSIS FOR THE ADVOCACY AND AWARENESS RAISING STRATEGY

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">•Provincial network and presence of the OB•OB's experience in developing strategies and designing action plans	<ul style="list-style-type: none">•Lack of specialized human resource of OB•Poorly resourced social partners at local level•Lack of effective monitoring of the implementation due to poor data flow
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">•Commitment of new leadership of the OB•Organization of public events for raising the level of awareness in the industry and the public.•Better understanding of Decent Work and its implications for future	<ul style="list-style-type: none">•Disconnection and poor coordination between the sectors•Competition pressure over businesses due to changing economic conditions



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ANNEX.2 - EVENT MANAGEMENT

Event management is one of the most important skills needed in the awareness raising efforts. From festivals to meetings, from conferences to workshops, events are designed and carried out in a variety of ways, for different purposes. Organizing an event consists of many steps. There are no “one true method” of event management, as in any other awareness raising, advocacy and communications relevant intervention. Prior to each event, a new management plan should be prepared and prior to each event, messages and targets should be reviewed and developed. Events are about adaptation. This tips shared here needs to be reviewed and adapted at every event’s preparation phase.

- ✓ The very first thing to do when planning an event is to determine the goals and objectives. This can be done via internal and external stakeholder meetings or brainstorming sessions. Event format should be decided in line with the goals and objectives.
- ✓ The next big step is to determine the budget. While creating your budget, determine the budget items (audio-visual equipment, refreshments, accommodation, travel, event venue, etc.) that will be needed depending on the event format.
- ✓ Depending on the budget, planning and preparation stages may vary. If the event requires physical participation and has a structure to be held in public spaces, necessary permissions should be followed with public officials.
- ✓ Event date and time should be checked with other organizations in order to avoid overlapping activities and they should be set in consultation with key stakeholders and partners.
- ✓ Concept and theme is everything to an event. Topics should be determined in line with the goals to be achieved with the event. Please consider equal representation while preparing the agenda and selecting the speakers. Agenda preparations will be based on finding answers to the following questions.



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- Who will be the speakers?
 - Who will make presentations on the topics?
 - Who will lead the discussions?
 - Is there a need for a Master of Ceremony?
- ✓ Depending on target audience, an invitation list should be developed. This list should be prepared at least 6 weeks prior to the event and invitations should be sent at least 4 weeks prior to the event.
 - ✓ An event management plan should be prepared to follow the roles, duties and responsibilities of the people who will be involved in the planning and organization of the event.
 - ✓ Venue selection is as important as the format and program of any event. Prior to the selection, a shortlist should be prepared and inspections to the venue alternatives should be organized. Please remember to confirm any venue's suitability only after physical inspection.
 - ✓ Accessibility should be amongst the main criteria during the selection of the venues. After the final decision on the venue, please do not forget to sign a contract. Depending on the venue's layout, work on different scenarios for the event.
 - ✓ If the event will take place in a digital environment, it is better to make a shortlist again, since each platform has different strengths and weaknesses. Decision should be made considering the outreach and interaction goals of the event.
 - ✓ The success of any event is linked to technical possibilities. Technical equipment includes microphone and sound system, internet connection, projector, video, and sound recording devices, photographers, simultaneous interpretation system and cabin if necessary. While selecting a supplier for technical equipment, please remember to ask for demos or a portfolio from previous experiences.



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- ✓ A significant part of the event preparations occurs in organizing participation efforts. If there is not an agency which will deal with necessary logistics (accommodation, travel, transfer, etc.) arrangements registrations should be followed through a registration form that can be created easily with applications such as google forms. Please remember the safest method would be to hire a travel agency or an event / organization company if there will be needs such as accommodation, travel, transfer within the scope of the event.
- ✓ Publicity is at the core of any event preparation. Depending on the size and goals of the event, an event-specific website or a web page within the institution's website, and social media accounts should be created. Creating a special content for the event to be announce on the web pages and social media accounts of social partners, key stakeholders and donors would contribute to publicity.
- ✓ Before the event, it should be decided whether media is going to be invited or not. Accordingly, a press release should be released at least one week before the event and confirmation calls should be made next day.
- ✓ If the event program will last more than one day, organizing social programs such as dinner and field visits will help to establish an effective network and serve awareness raising purposes.
- ✓ An event scenario, which identifies possible steps from the start to the end, at least a week before the event should be prepared. Event scenarios are life savers in terms of last-minute changes which may take place on the event day.
- ✓ Pre and post-evaluation forms are very important, as they will provide the input to the monitoring and evaluation process. During registration verbally inform all participants to fill them in.



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- ✓ After the event, prepare a content summarizing the event for website and social media accounts. This content would be strengthened when prepared with visuals.
- ✓ Remember to send a thank you note to the e-mail addresses of participants to emphasize the importance of their support.



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ANNEX.3 - MEDIA RELATIONS TIPS

Media relations play a key role within the advocacy and awareness raising context. Traditional media, or the mass media, is crucial for campaigns. If media supports the awareness and advocacy efforts, public trust and support would increase. Therefore, press constitutes an important part of awareness raising efforts. Considering that the OB does not have direct relation with media, it is difficult to monitor the relations' effectiveness directly. However, following points would be helpful to ensure accurate and well-grounded information to the media during campaigning.

- ✓ Each awareness raising activity requires a different media strategy to convey the key messages of the campaign at the right place and right time. Prior to each activity, it would be helpful to review the messages and tailor them in line with targets and format of the activity.
- ✓ News value is an important issue for the media and therefore it is necessary to prepare content that can be newsworthy. Accordingly, determine the topics to be covered in the media based on your overall objectives and activity objectives.
- ✓ It is very important that to determine the messages (key information, slogan, etc.) to be given in advance and include them in the content to be prepared.
- ✓ For the messages to be conveyed effectively, make sure that they are short and simple, contain information and innovations that will attract the attention of the media, and correspond to the interests and priorities of the target audience.
- ✓ Considering that media works at full speed, images for media will provide more material than long texts. It is also important to present the most striking and the clearest material to avoid misrepresentation.
- ✓ When preparing a brief that will be translated into a press release by the Communication Department, please remember to also include the answers to frequently asked questions about your activity or campaign, notes for editors and informative and /or visual material (Brochure, poster, photo, video).



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- ✓ The content of the brief should answer the basic questions of what, where, when and who, on the very first paragraph if possible. Accordingly, journalists would grasp the idea of the press release immediately.
- ✓ It is useful to organize different press releases for different media platforms in line with the priorities and news policies of the relevant platform. For example, if the target is economy newspapers or channels, a text that highlights the economic impact of adopting Decent Work principles would be useful.
- ✓ When there is information that needs to be shared with a wider target audience that you think may be of interest to the public (e.g., launch of a campaign, or announcement of findings of research) it is better to organize a press conference.
- ✓ Press conferences need to be planned very well to ensure participation. Members of the press and editors should be informed in advance, if possible, by face-to-face meeting. Create a list of media representatives you will invite for the press conference. After sending the invitations in writing, confirm the participation status by calling the invitees by phone.
- ✓ Predetermine the talking points for the person who will make the speech at the press conference and prepare the speech text together. You can include transcripts in media promotion kits.
- ✓ You may need to meet with the press as part of an activity or campaign. They may ask you for your answers in writing for an interview for the newspaper. You usually do an interview for the radio over the phone. For television, interviews are carried out with studio participation, live or recorded.
- ✓ When you come together with media representatives; your priority should be to convey your most important messages. In this context, considering the busyness of members of the media; prepare beforehand the arguments that can quickly grab their attention and convince them quickly.
- ✓ Try to relax before the interviews begin. Make sure you are an expert on the subject. Avoid using jargon and abbreviations by considering the reader/viewer profile. Keep your answers short and clear.



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- ✓ If you don't know the answer to the journalist's/reporter's question, don't try to avoid or give information blindly. Indicate that you do not know and say that you will search for information on the question and share the answers with them.
- ✓ If you think that the questions are going in a different direction, try to create a link that will bring the attention from the question to the point you want. For example, when you are asked about an irrelevant issue, try to answer "what you point out is important but the important thing here is what our campaign will bring to the solution"
- ✓ Body language is very important in television interviews. Go to the interview with an attentive look. Smile only when necessary. Make eye contact with the interviewer and do not look to the camera unless told to. If you are sitting, try to sit upright. if you are standing, try to stand still. Be careful not to shake your head when answering questions, as you may unknowingly confirm what the interviewer is saying.
- ✓ Remember to notify your Communication Department and Donors' communication unit, if any, of any interview you will give to the press, or any conversation you will make with the press.



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ANNEX.4 - SOCIAL MEDIA

Social media has an important role in providing social mobility and raising awareness and it is considered as the new paradigm in communication for social change. Today's social media networks allow as few as 140 characters per message and as much as a large paragraph along with visuals and the use of various apps (such as polling and live streaming) to enhance the message. As it is going to be one of the most used tools during the implementation of the strategy, following points may be useful in effective management of social media;

- ✓ It's important to develop a plan before jump into managing social media tools. Why is social media presence necessary? The answers to this question will provide input to determine your social media goals.
- ✓ In addition to your goals, your target groups are also an important element of your social media plan. Both Gender Equality and Decent Work concepts linked to wider public to some extent. However, which group will be your source of information, which groups do you want to distribute your message within their own community? You need to analyze the target groups according to their expectations and motivation and your expectations from them. In this way, you can create special messages for your target groups and develop content.
- ✓ Social media success is directly linked with effective content management. Developing content that fits your goals and target audience is important to increase the interaction. Your content choices should be determined according to the characteristics of the social media accounts you will use. However, while developing your content regardless of the platform, you can benefit from human-oriented stories that will make it easier for you to connect with your followers, and narratives about the changes that will come with your project. Social change comes with communication for development, and it is not about only information but also emotions.
- ✓ You can involve your stakeholders in your social media activities to increase interaction. Collaborating with influencers increases your



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reach and interaction with your target audience. However, in such collaborations, you should make your choices carefully, considering that working with the wrong person will negatively affect your awareness and advocacy efforts.

MOST USED SOCIAL MEDIA PLATFORMS

Twitter

Twitter is a form of online communication known as micro-blogging, which allows users to engage and interact with a diverse audience through short messages. Like in the news, your time and space are very limited: you can't type more than 140 characters in your post. Your tweets should be short, catchy, to the point. What makes Twitter a truly dynamic platform is the ability to tag topics and keywords through the use of hashtags (a keyword with a “#” symbol, such as “#genderequality”). Hashtags enable users to easily locate topic-based discussions and engage with others working in similar fields. Twitter usage may be more effective by creating posts with photos or links, increasing the interaction by following relevant social partners, key stakeholders and donors.

Facebook

Facebook is like the earth itself. People of all gender, race, age, and socio-economic status are represented on Facebook. Therefore, it is an important platform for any awareness effort. The core of Facebook "culture" is friendship. Therefore, your Facebook presence should be light and informal one. Facebook's algorithm shows posts most relevant to you, which means while using Facebook the first thing to do is creating an engagement opportunity for your audience to see your promotional content.

YouTube

YouTube is the second largest search engine without even trying. 500 hours of video are uploaded to YouTube every minute, and almost 5 billion videos are watched on YouTube every single day. YouTube is great for sharing campaign visuals, video testimonials and videos, as well as streaming live from your events.

LinkedIn

LinkedIn is a professional social networking platform that allows registered members to network with people they know and trust professionally. It is almost the only platform with a serious, "selling" reputation. LinkedIn is the world's largest professional network with 750 million users. 94% of B2B Marketers use LinkedIn to distribute their content. As evident from this and other stats, LinkedIn is mainly a platform for B2B marketing. As much as



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66% of B2B marketers rank LinkedIn as the most effective social media site for their business. Moreover, 80% of B2B social media leads come from LinkedIn.

Instagram

Instagram is a social media platform built on photos and images knitted around key messages. It aims to reach the target audience and create an impact on the target audience with visual content development. Since the Instagram experience is built entirely on content, this platform is a dynamic and highly interactive tool. The attention of the target audience can be drawn through hashtags, messages can be shared with photos, images and short videos. Instagram also allows you to embed photos/videos on your project website, helping you create a dynamic looking website.

ANNEX.5 - WRITING A QUALITY CONTENT

Writing is never a challenge in developing communication tools. The challenge is to write a quality content, which would be readable for the target groups. In today's world, where communication noises are louder than ever, people will decide whether it is worthy to read that brochure, newsletter, social media post, booklet or whatever format it is, in a few seconds.

In that respect, while starting to write, the first thing to consider is to decide your purpose. What do we want to do with this article, social media post, blog, etc.? Do we want to inform or influence or persuade? Maybe we want to change attitudes and behaviors. Accordingly, we should identify for whom we are writing. What we write is never about us, but it is always about the reader. Therefore, after we decide why we are writing, we should understand our readers, what they need to know and what they are likely to know already about gender equality or decent work.

Based on these two main steps, some essentials to remember while working on creating a quality content:

- ✓ The information should be structured in the text as easily accessible and reader friendly as possible. So, embed your message into the text in a clearly and simple manner by avoiding distractions that can occur from wordy sentences, incorrect spelling, and grammatical errors.
- ✓ To persuade the reader, present a thoughtful and logical argument for the cause you advocate or the theory you propose and support your claims with data and examples.



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- ✓ A topic sentence introduces the main idea of a paragraph. And the first few sentences should really grab the reader with an unexpected or dramatic scenario or story to pick the interest.
- ✓ Avoid long sentences- split them into 2 or more short ones. Make only one main point per sentence.
- ✓ In case you are stuck with a long sentence, untangle the complex sentence in four steps: 1) identify the action 2) make sure it is in the verb 3) find who or what did the action 4) Start the sentence with the subject.
- ✓ Use everyday words wherever possible. Complicated language pushes your readers away from your text – straightforward language makes them feel comfortable with the text and invites them to stay with it until the end.
- ✓ Limit use of passive forms in your text as much as you can. Active text is easier for your readers to understand.
- ✓ If the information to be given is not positive, being polite in your tone can make the information easier for the readers to read, process and accept or act upon.
- ✓ Pick a style and stick with it. The reader or audience will have an easier time following your ideas.
- ✓ Audiences respond better to information that is presented in a logical order that supports the overall narrative.
- ✓ Take your time to review the message and pay attention to detail to catch errors in content, grammar, and punctuation. This would save you from misinformation.
- ✓ Don't try to get it right first time – Resist the temptation to edit as you go; you will tend to get stuck and waste time.
- ✓ For a successful proofreading, read the entire paper - from back to front; bottom to top and read it out loud, or have someone else read it.



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TEMPLATE.1 – PRE & POST EVALUATION FORM FOR INFORMATIVE EVENTS

Please see sample questions to be distributed to participants prior to and after the meetings/activities. These questions do not replace a baseline information, however the answers would be useful to see the impact of the events in terms of knowledge of the participants.

PRE-EVALUATION QUESTIONS

- 1) Could you please identify your key expectation from this meeting/workshop/seminar? (Open Ended)
- 2) From your own experience, what do you consider are the difficulties in including women in social and economic life? (Open Ended)
- 3) How/Where did you hear about this event? (Multiple Choices)
- 4) How would you rate your knowledge in the subject? (1 to 10)

POST-EVALUATION QUESTIONS

- 1) How would you rate your knowledge in the subject after this event? (1 to 10)
- 2) What questions were you left with after this meeting? (Open Ended)
- 3) Do you have any suggestions or additional comments about our meetings? (Open Ended)



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TEMPLATE.2 – COMMUNICATION CAMPAIGN MATRIX

Please see a communication channels matrix below with the examples. Prior to each planning / campaign this matrix should be developed in order to follow up the progress. The matrix may also included key messages and format proposed.

Channel	Tool	Purpose	Audience	Frequency	Co-Owner
Interpersonal	Info Meeting	Increasing Awareness on Labour Market Opportunities	Women who are undereducated	Bi-Monthly	Provincial Directorate
Mass Media	Radio Spot	Promoting the efforts of the OB	Wider Public	Campaign Duration 2 times a day for 10 days	PR Department of the Ministry



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ANNEX.6 – CAMPAIGN EFFORTS FROM THE WORLD

16 Days of Activism Against Gender-Based Violence Campaign

Initiator: Center for Women’s Global Leadership (CWGL)

Website: www.16dayscampaign.org

The Global 16 Days of Activism Against Gender-Based Violence against women is an international campaign originating from the first Women’s Global Leadership Institute. “16 Days,” as it has become known, was launched, in 1991. The dates for the campaign were chosen to link violence against women and human rights and emphasize that gender-based violence against women is a violation of human rights: since 1991, the campaign has been active between November 25, the International Day Against Violence Against Women, and December 10, International Human Rights Day.

Campaign Objectives

The Campaign is an organizing strategy for individuals and groups around the world to call for the elimination of all forms of gender-based violence against women and to:

- raise awareness about gender-based violence against women as a human rights issue at the local, national, regional and international levels,
- strengthen local work around gender-based violence against women,
- establish a clear link between local and international work to end gender-based violence against women,
- provide a forum in which organizers can develop and share new and effective strategies,
- demonstrate the solidarity of women around the world organizing against gender-based violence against women,
- create tools to pressure governments to implement commitments to eliminate gender-based violence against women.



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Campaign Actions

Each country representatives designed their own activities in formats varying from art exhibitions, community talks, to online events, trainings, round table discussions and children's activities.

The campaign spread to worldwide through local CSOs and led to the largest global advocacy campaign for the adoption of a strong convention on gender-based violence in the world of work has been led by unions and labor organizations.

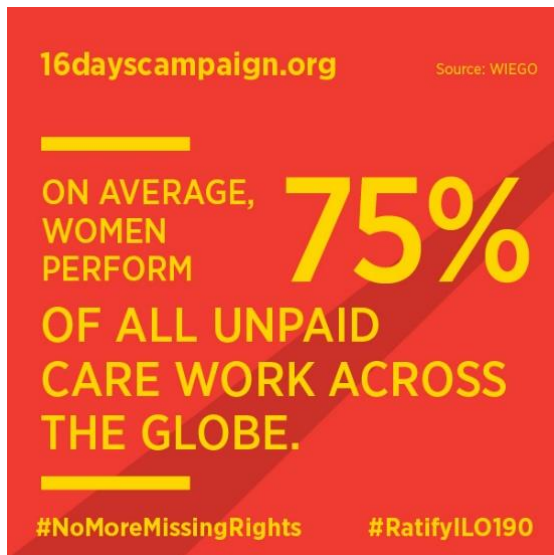
Participating countries / organizations can attend the campaign through submitting their proposed event at the campaign website.

Campaign Tools Samples





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Flex for Empowerment Campaign

Initiator: UNWomen

Website: www.weps.org

Flex for Empowerment is a public engagement campaign designed to increase awareness of the Women's Empowerment Principles (WEPs) while increasing the number of WEPs signatories in Canada and showcasing good practices in the workplace, marketplace and community. The campaign run from 22 September 2019 through the end of December 2019.

Campaign Objectives

Flex for Empowerment aimed to highlight and unite advocates for gender equality and women's economic empowerment and showcase good practices and policies for Gender Equality.

Campaign Actions

The campaign mainly based on social media and accordingly a social media toolkit was developed. The toolkit included the key messages and the visuals, along with hashtags to be used for social media posts.



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We're proud to share that we (insert achievement/proud moment) to promote #genderequality in our workplace! We're calling on YOU to #FlexForEmpowerment and share your initiatives towards a more equal #FutureofWork for all.

Along with the social media, a press release was also prepared for the WEP signatory companies. The press release emphasized the importance of the WEPs and honored the signatory companies for their contribution and participation.

[Campaign Tool Samples](#)



Women Take the Lead

Initiator: CARE Bangladesh

Website: [Dignified Work](#)

75% of garment workers globally are women yet they are often underrepresented in leadership positions their workplaces and communities. CARE's research in Bangladesh showed supporting women to develop leadership skills, build solidarity and take collective action helped women claim maternity pay, receive minimum wage and deal with harassment in the workplace. Accordingly, CARE initiated the Women Take the Lead.



in that



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Campaign Objectives

The initiative aimed to promote women's empowerment in the garment industry and engage more organizations to empower women who will lead the improvements in the sector.

Campaign Actions

CARE Bangladesh applied a model named Empowerment, Knowledge and Transformative Action (EKATA), which was developed to promote collective empowerment of women. CARE tailored the model to promote workers' rights to encourage women's leadership and empowerment within the garment industry. An in-factory training curriculum is developed while engaging with trade unions.

Accordingly, more than 5000 women in Bangladesh were supported and initiative expanded to new countries such as Indonesia and Vietnam. Through the curriculum development, number of women garment workers in leadership roles is increased. Regarding engaging business world, women members, women leaders' proportion is increased in unions.

Campaign Tool Samples

<https://www.youtube.com/watch?v=eSfVln5XILE>

Decent Work Campaign: Decent Work for a Decent Life

Initiator: International Trade Union Confederation, the Global Progressive Forum, Social Alert and Solidar

Website: [Decent Work Campaign](#)

Decent Work for Decent Life is a joint campaign led by the International Trade Union Confederation, the Global Progressive Forum, Social Alert and Solidar targeting young people, trade union activists, NGOs, and decisions makers in industrialised as well as in developing countries.

Campaign Objectives

The campaign aimed to:

- Build awareness of Decent Work amongst citizens, decision makers and key institutions,
- Show that Decent Work is the only sustainable way out of poverty and is fundamental to build democracy and social cohesion,
- Place Decent Work at the core of development, economic, trade, financial and social policies at the national, European and International level.



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Campaign Actions

Within the scope of the campaign individuals and institutions were urged to sign a Call to Action for Decent Work, Decent Life for two years. On the World Day for Decent Work on 7 October 2009, the alliance handed over the signatures and endorsements of the Call to Action to several institutions all over the world: to the African Union in Ethiopia; to the Organization of American States during a meeting in Buenos Aires, Argentina; to the World Trade Organization in Switzerland; to the European Parliament in Brussels, Belgium; and to the World Bank and International Monetary Fund in a meeting in Istanbul, Turkey.

Campaign Materials

For Campaign Folders: https://www.ituc-csi.org/IMG/pdf/Call_to_Action_DWDL_EN_layout.pdf

For Campaign Statement: https://www.ituc-csi.org/IMG/pdf/DWDL_STATEMENT_G20_FINAL.pdf

For Action Guide: https://www.ituc-csi.org/IMG/pdf/Mini_Action_Guide_DWDL.pdf

Decent Work, Decent Life for Women

Initiator: International Trade Union Confederation, Global Union Federations (GUFs)

Website: [Decent Work Decent Life for Women](#)

ITUC and the Global Union Federations (GUFs) launched a two-year Global Campaign for Decent Work, Decent Life for Women on 8th of March 2008.

Campaign Objectives

The key objectives of the Global Campaign for Decent Work, Decent Life for Women were:

- To advocate decent work for women and gender equality in labour policies and agreements,



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- To seek gender equality in trade union structures, policies and activities and a significant increase in the number of women trade union members and women in elected positions.

Campaign Activities

The ITUC and the Global Union Federations (GUFs) focused their activities on sectors/ areas of work where women workers are most vulnerable such as Export, Processing Zones, domestic work, part-time workers, women migrant workers and the informal economy.

A call for a review of national labour legislation and urging governments to ratify and implement ILO Conventions (e.g.: C. 183, Maternity protection, C. 156, Workers with Family responsibilities, C. 100, Equal Remuneration, C. 111, Discrimination) was made. Events and marches took place to kick off the campaign in 56 countries.

Within the scope of the campaign 40 ITUC-PSI-EI women trade union delegation negotiated successfully for the inclusion of decent work in the Agreed Conclusions. The delegation lobbied on the basis of the trade union Statement on 'Investing in Decent Work, Decent Life for Women'.

Campaign Tool Samples

Campaign Guide :

https://www.itucsi.org/IMG/pdf/ITUC_Campaign_Guide_08_ENG.pdf

Campaign Poster: <https://www.ituc-csi.org/IMG/pdf/AffWomenCampaignEN.pdf>

Campaign Video: <https://www.ituc-csi.org/ituc-video-on-maternity-protection,6091>

Women Make Democracy Better

Initiator: Commission for Citizenship and Gender Equality (CIG) of Portugal

Website: [Women Make Democracy Better](#)

Portugal's Commission for Citizenship and Gender Equality (CIG) launched the nationwide awareness-raising campaign in 2009.



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Campaign Objectives

The campaign aimed at promoting participation of women in politics.

Campaign Actions

The campaign was built on a series of training sessions around the country to support women to actively participate in public life, by addressing topics such as how to communicate effectively to a large audience? How to be assertive and self-confident in communication?

It was broadcast on national television and cable TV 111 times and on radio 180 times. It was advertised at 600 sites outdoors, in 380 trains and on 2,439 ATMs as well as through cards distributed in restaurants, cinemas, theatres, cultural centres, etc.

A spin-off effect was that the action strengthened the relationship between CIG, municipalities and regional governments.

Campaign Tools Samples

Educational Guide: https://www.cig.gov.pt/pdf/2014/Education_Guide_3rd_Cicle.pdf

Four walls – Four Hands

Initiator: City of Vienna Women's Department

Website: <https://www.facebook.com/4waende4haende>

The campaign "Four Walls – Four Hands" was presented to the Austrian public on the city's Equal Pay Day, 19th October 2012, on the basis that the unequal distribution of domestic work impacts on the gender pay gap. The campaign ran between October 2012 and October 2013.



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Campaign Objectives

The Campaign aimed to stimulate discussion and reflection on fairness regarding the division of paid and unpaid work between the genders and the consequences of current inequalities; to increase the visibility of the existing disadvantages with regard to distributive justice; to support autonomous lifestyles independent of narrow role expectations; to support diverse and positive role models for children and young adults, and to communicate the advantages of a fairer distribution of care work for both genders.

Campaign Actions

The campaign used electronic and social media to raise awareness about the unequal distribution of domestic work and to highlight and stimulate debate about the unequal sharing of care work. It included tools for couples to monitor and compare their contribution to domestic work.

Campaign Tools Samples



A website, www.4waende4haende.at was launched with videos, plans for sharing domestic work and childcare-related work to be printed and filled in by couples, a Facebook app and a survey. A smartphone app for monitoring domestic chores on the individual level is provided as well as a Facebook page. The campaign was accompanied by advertisements and free cards.



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HeForShe Movement

Initiator: UN Women

Website: www.heforshe.org

More like a global movement than a campaign now, HeForShe was launched in 2014. It became prominent with its structure focusing on engaging men and boys in removing the social and cultural barriers that prevent women and girls from achieving their potential, enlisting men and boys as equal partners in the responsible crafting and implementing of a shared vision of gender equality, with norms of gender equality, non-violence and respect, and thus together positively reshaping society.

[Campaign Objectives](#)

The fundamental objective of HeForShe is to change discriminatory behaviours, through building awareness of the importance of gender equality and women's empowerment and the crucial role men can play in their own lives, and at more structural levels in their communities, to end the persisting inequalities faced by women and girls globally.

[Campaign Actions](#)

UN Women made a call to mobilize the first 100,000 men in the movement, a goal successfully reached in just three days. Since then the movement progresses with a number of different initiatives such as HeForShe Champions, Annual HeForShe Emerging Solutions for Gender Equality Report, HeForShe Alliance.

HeForShe has been the subject of more than 2 billion conversations on social media, with off-line activities reaching every corner of the globe. One of the best practices of the campaign has been its campaign kits for different groups which inspire concrete actions.

[Campaign Tools Samples](#)

Campaign Story: <https://www.youtube.com/watch?v=2Wm4U7kzKD4>

Participation Video : <https://youtu.be/OafHeXVxtcw>

Training Materials: <https://www.heforshe.org/en/barbershop>