



## **Feminist Pocketbook Social Media Toolkit**

### **Introduction**

The Coalition of Feminists for Social Change (COFEM) is a network of activists, academics, and practitioners working globally to (re)assert a feminist perspective in GBV work. In 2018 COFEM launched the Feminist Pocketbook, a series of ten short tip sheets that discuss the importance of feminist-informed approaches to addressing VAWG (i.e. GBV). The Pocketbook can be used as a whole to facilitate discussion about GBV work, or individual tip sheets can be used to promote learning on specific issues.

### **What is the Feminist Pocketbook?**

For our most recent publication, COFEM members collaborated with The Equality Institute to develop the COFEM 'Feminist Pocketbook'. This resource is aimed at supporting practitioners, researchers and others working in humanitarian and development settings to articulate and implement feminist-informed approaches to addressing VAWG. The goal of the Pocketbook is to empower practitioners, researchers and activists to help their colleagues, organisations and other stakeholders improve advocacy, policy and programming efforts by promoting a common theoretical ground for shared understanding and action.

### Tip Sheet Topics

1. Why does a feminist perspective matter in work to prevent and respond to violence against women and girls?
2. Why does GBV programming focus on women and girls?
3. Connecting gender-based violence, sexual harassment and everyday sexism
4. Staying accountable to women and girls
5. Feminist approaches to building knowledge and evidence on GBV
6. Men as allies and activists
7. Violence against men and boys
8. Maximising impact: Understanding risks and benefits of coordinated efforts to address different forms of violence
9. Backlash: What is it and how do we address it safely?
10. Feminist movement building: Taking a long-term view

Learn more about the Feminist Pocketbook [here](#).

**What is this Social Media Toolkit?**

This social media toolkit is meant to assist COFEM allies and others working on GBV to support the dissemination of the Feminist Pocketbook by sharing the tweets and graphics provided below so that the Pocketbook reaches the widest possible audience.

**How to Use this Toolkit**

Please help get the message out by posting the tweets and graphics below on your personal accounts, and also share via email with people and organisations committed to promoting a feminist-informed approach to ending violence against women as well as those who may benefit from this information. We are counting on you to help COFEM continue a media blitz that ensures as many people as possible read and share the Tip Sheets!

## [Find Sharegraphics here](#)

### **Tipsheet 1: Why does a feminist perspective matter in work to prevent and respond to violence against women and girls?**

1. Often gender inequality appears ‘normal’ or ‘natural.’ However, there is nothing inherently normal about females holding lower status than males in society. Learn more here: <http://bit.ly/FPBTS1> #COFEMFeministPocketbook
2. A feminist approach to addressing #VAWG/#GBV is needed to address challenges, regain lost momentum, and accelerate the transformation necessary for securing women and girls’ full and equal rights. Learn more here: <http://bit.ly/FPBTS1> #COFEMFeministPocketbook
3. Applying intersectional feminism to practice means ensuring that feminist activism and advocacy recognizes the various ways in which diverse females experience oppression and inequality. Learn more here: <http://bit.ly/FPBTS1> #COFEMFeministPocketbook

### **Tipsheet 2: Why does GBV programming focus on women and girls?**

1. Why does GBV programming focus on women & girls? Women & girls are at specific risk of experiencing multiple types of violence because of their subordinate status to men & boys globally. Learn more here: <http://bit.ly/FPBTS2> #COFEMFeministPocketbook
2. Operating according to feminist principles in GBV programmes means addressing core issues of male privilege and women’s oppression, alongside ensuring care and support for survivors. #COFEMFeministPocketbook
3. GBV describes the specific social problem of violence against women and girls informed by gender inequality. What are things to remember in implementing feminist-informed GBV programming? Learn more here: <http://bit.ly/FPBTS2> #COFEMFeministPocketbook
4. Preventing and ending #GBV is inherently political work that requires transforming deeply embedded patriarchal structures. Learn more here: <http://bit.ly/FPBTS2> #COFEMFeministPocketbook

### **Tipsheet 3: Connecting gender-based violence, sexual harassment and everyday sexism**

1. Is there a relationship between everyday sexism, sexual harassment and GBV? They all share a root cause: gender inequality. #COFEMFeministPocketbook
2. Negative responses to #MeToo, including labeling some women’s stories of sexism and sexual harassment as not as “serious” show us how these types of GBV continue to be seen as distinct from physical and sexual assault. Learn more here: <http://bit.ly/FPBTS3> #COFEMFeministPocketbook

3. Attitudes & beliefs that justify and excuse sexism & harassment contribute to broader patterns of 'rape culture'. Feminist activist movements are actively calling for an end to this culture. #COFEMFeministPocketbook
4. Taking a feminist approach to accountability means recognising and actively challenging patriarchal systems and structures that contribute to ALL forms of GBV--not only physical and sexual assault. Learn more here: <http://bit.ly/FPBT3> #COFEMFeministPocketbook

#### **Tipsheet 4: Staying Accountable to Women and Girls**

1. Staying accountable to women & girls means ensuring that GBV work prioritises the rights and needs of women and girls and does not cause them harm - either directly or indirectly. Find out more: <http://bit.ly/FPBTS4> #COFEMFeministPocketbook
2. Accountability to women & girls also means actively challenging patriarchal systems and structures that privilege males across individual, community, societal, and systemic levels. #COFEMFeministPocketbook
3. Accountability in GBV work prioritizes and promotes women's leadership, voice and agency on issues that directly impact their lives. #COFEMFeministPocketbook
4. Donors & practitioners looking to ensure accountability can develop & implement institutional policies & ethical practices that promote gender equality & accountability at an organizational level. Learn more here: <http://bit.ly/FPBTS4> #COFEMFeministPocketbook

#### **Tipsheet 5: Feminist Approaches to Building Knowledge and Evidence on GBV**

1. Feminist and women-centered approaches to research should be applied in all research on GBV. #COFEMFeministPocketbook Learn more here: <http://bit.ly/FPBTS5>
2. Feminist research is action-oriented and focuses on individual, social/systemic and institutional change to bring about gender equality. #COFEMFeministPocketbook
3. Feminist research strives to empower women and girls by challenging existing inequalities through the research process itself, as well as through the analysis, generation and application of research findings. #COFEMFeministPocketbook
4. Feminist approaches use research as a tool to change unequal systems and structures of patriarchy that oppress women, as a means to end women's experiences of #GBV. Learn more here: <http://bit.ly/FPBTS5> #COFEMFeministPocketbook

#### **Tipsheet 6: Men as Allies and Activists**

1. Ending #GBV requires a joint effort among allies, partners and activists, including men and boys. However, some programs seeking to engage men and boys do more harm than good. Learn more here: <http://bit.ly/FPBTS6> #COFEMFeministPocketbook
2. Lack of accountability to basic feminist principles & transformative women-centered work can privilege men who already benefit from patriarchy, rather than dismantling the systems of power that underpin #GBV. #COFEMFeministPocketbook

3. Practice and implementation show clearly that some men's engagement efforts not only de-centre the experiences and voices of women and girls, but also are disconnected from ongoing women's efforts to end #GBV. Learn more here: <http://bit.ly/FPBTS6> #COFEMFeministPocketbook
4. Accountability to women & girls is critical in all work with men and boys to end #GBV. Learn more here: <http://bit.ly/FPBTS6> #COFEMFeministPocketbook

### **Tipsheet 7: Violence Against Men and Boys**

1. There are important conceptual differences between violence against women and girls (#VAWG#GBV) and various forms of violence that men and boys may experience. Learn more here: <http://bit.ly/FPBTS7> #COFEMFeministPocketbook
2. The fact that certain types of violence may be targeted at a man or groups of men does not mean that violence can be defined as 'GBV'. #COFEMFeministPocketbook
3. #GBV is not meant to describe violence that is based solely or primarily on abuse of power, or on gender roles and norms. It is meant to describe the problem of violence against women and girls based on gender discrimination. Learn more here: <http://bit.ly/FPBTS7> #COFEMFeministPocketbook
4. Pressure to incorporate men's issues within #GBV programming reflects the tendency of patriarchal institutions to drift toward male priorities at the cost of specialized work to address #VAWG#GBV. Learn more from Tip Sheet 7 here: <http://bit.ly/FPBTS7> #COFEMFeministPocketbook

### **Tipsheet 8: Maximising Impact: Understanding Risks and Benefits of Coordinated Efforts to Address Different Forms of Violence**

1. Dedicated programming that addresses gender inequality as the foundation of GBV has been critically important in drawing attention and resources to addressing #GBV. Learn more here: <http://bit.ly/FPBTS8> #COFEMFeministPocketbook
2. Dedicated programming that centers women and girls in GBV programming remains vitally important, especially in the current global climate where backlash against women's rights is rising. However, this does not mean that GBV programmers should always work in isolation. #COFEMFeministPocketbook
3. When done carefully and using a feminist frame, coordinating work that addresses GBV with programmes that are addressing other forms of violence against other groups creates opportunities for synergies that can promote holistic, transformational programming. Learn more here: <http://bit.ly/FPBTS8> #COFEMFeministPocketbook
4. When working on preventing GBV we must remember that greater communication and collaboration among different violence prevention fields is needed to maximise impact and to create violence-free societies that benefit everyone. #COFEMFeministPocketbook <http://bit.ly/FPBTS8>

## **Tipsheet 9: Backlash: What is it and how do we Address it Safely?**

1. Work to create gender equality and end GBV challenges established patriarchal structures--this can result in backlash and other forms of resistance when those in power seek to maintain existing gender relations and male privilege.  
#COFEMFeministPocketbook
2. Backlash includes implicit or explicit attempts to block activism, programming and other activities seeking to change the status quo of patriarchy. Learn more here: <http://bit.ly/FPBTS9> #COFEMFeministPocketbook
3. Backlash affects the mental and physical wellbeing of those working to end GBV. Strategies for feminists to foresee and respond to backlash, such as framing, organisational or teaching strategies, can help to reduce the likelihood and consequences of backlash. #COFEMFeministPocketbook
4. By anticipating backlash — and strategizing on how to manage it — we can mitigate the risks to our programs and to ourselves. Learn practical tips on reducing and managing backlash here: <http://bit.ly/FPBTS9> #COFEMFeministPocketbook

## **Tipsheet 10: Feminist Movement Building: Taking a Long-Term View**

1. Women's movements have mobilized collective action to shift attitudes and behaviors around GBV, challenge gender inequality at institutional levels, and advocate for creating environments that foster the achievement of women's rights.  
#COFEMFeministPocketbook
2. Women's movements need to be supported at the local, national, and international level to push women's rights forward. Learn more here: <http://bit.ly/FPBTS10>  
#COFEMFeministPocketbook
3. Preventing and ending #GBV is inherently political work that requires transforming deeply embedded patriarchal structures. #COFEMFeministPocketbook
4. Strong feminist movements consist of interrelated elements that together can create greater gender equality and reduce #GBV. Learn more here: <http://bit.ly/FPBTS10>  
#COFEMFeministPocketbook

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