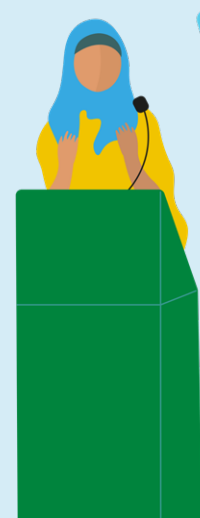




ACT FOR GIRLS: AMPLIFY

Everything you need to know to get the word out!



Foreword by Seyi Akiwowo

To amplify is to strengthen and expand the reach of an important topic or issue; and never has there been a more important time to have a united, supportive and strategic voice that champions lived experience of women and girls, particularly women and girls of colour.

To me, amplification both online and offline is a core part of practical application of intersectionality and allyship – giving overdue air time and platforms to marginalised and often ignored voices to speak freely and authentically.

Amplification also fosters learning opportunities as well as collective self care which is often forgotten but a crucial to sustainable activism and campaigning. All of this builds towards creating systematic and long term change, helping to shed light on different and disproportionate issues others face.

At Glitch, we want to see the online space and internet be a safe space for all – particularly women and girls who are disproportionately impacted by online abuse. As digital citizens, we can all play our part by alleviating women and girls online speaking out bravely. Amplifying is crucial to activism and campaigning – and through amplification of important and diverse issues, we can and will change the world.



Front cover image: Plan International UK Youth Advocate Jess, 18, gives a talk at TEDx Exeter on street harassment and how it is affecting girls in the UK .
This image: Plan International UK Youth Advocate Eva, 17 speaks about her experience of sexual harassment on This Morning.

"I FELT VIOLATED AFTER BEING SLAPPED ON THE BUM" #ThisMorning

WELCOME

Welcome to the Act For Girls Toolkit by Plan International UK – here to give you all the tools you need to campaign to make the world a better place! The toolkit has four components:



1 ACT FOR GIRLS: ORGANISE

Everything you need to know to plan your own campaign for change!



2 ACT FOR GIRLS: INFLUENCE

Everything you need to know to influence your decision maker!



3 ACT FOR GIRLS: CREATE

Everything you need to know to campaign creatively!



4 ACT FOR GIRLS: AMPLIFY

Everything you need to know to get the word out!

[Plan International UK](#) is a global children's charity, we strive to advance children's rights and equality for girls.

Around the world, including here in the UK, girls still don't have equal rights – and that has to change. We believe that young people have the power to change this by taking action on the issues that matter to them most, such as tackling street harassment, ending period poverty and calling out discrimination.

That's why we have created this Act For Girls Toolkit – to empower and support you to become an activist for change.

You can find out more about Plan International's campaigning as well as find the other Act For Girls Toolkit guides [here](#).

This guide **Act For Girls: Amplify** is the final in the series and will support you to get the word out and the raise the profile of your campaign, including through media outlets, social media and speaking at events.

Let's get started!

GLOSSARY

Here's some terms you'll see throughout this guide:

Campaign A series of organised, planned actions which are done for one purpose – to create a specific change.

Change objective A short sentence which clearly states the change you are trying to achieve through your campaign.

Campaign target An identified person who has the decision-making power to make your change objective a reality.

Media outlets A publication that provides news and/or stories such as newspapers, TV, radio, magazines and websites.

Press release A short document written to provide information on an issue, event or story to journalists in the hope they will write about it.

AMPLIFYING YOUR MESSAGE

A key part of your campaign is getting the word out to as many people as possible – both so you can persuade lots of people to join your cause, making your campaign stronger, but also so you can grab the attention of your campaign target.

There are many ways to do this – here we will explore three key methods: traditional media, social media and events.

By using this guide, we will look at:



TRADITIONAL MEDIA

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TRADITIONAL MEDIA

There are a wide range of media outlets, for example radio, newspapers, television, blogs, magazines and digital publications. Using traditional media can be a brilliant way to amplify your campaign message, especially at key moments such as meeting with your MP, holding an event or taking part in a creative action.

STEP 1

Make a list

Make a list of media outlets you could approach; start by searching for local newspapers, regional news outlets and radio stations that are in your area, and think about places that have covered similar types of stories before.

USEFUL INFO!

STEP 2

Find your contacts

Go to the website to find the contact details for the publications you want to approach. There are usually three routes to this: the news desk, the features desk, and 'letters to the editor'. Sometimes, the media outlet will have a planning desk which looks ahead to events happening in the future, so this might also be a good place to start. Consider which of these routes is most appropriate for what you are doing. Go to the 'contact us' section of the media outlet's website to find the contact details.

Different media terms:

News describes current topical events

Features are more in-depth stories which are not time-sensitive

'Letters to the editor' are letters from readers with their opinion on an article



BBC NEWS

Coronavirus: Street harassment

One in five women harassed by men during lockdown

Tanya, 21 and Rose, CEO of Plan International UK are interviewed by BBC News

STEP 3

Create a press release

Create your own press release covering all the key information a journalist would need to write an article about your campaign. Have a look on page 11 for an example press release by Plan International UK. Try to include the what, when, who and how, and write it as if you are writing the article itself, the usual format to follow is:



1 **Headline**

2 Date of the event/meeting or the date you want the story to be public (if this is in the future it is known as an ‘embargo’).

3 A clear opening line that contains all the information needed – make it punchy and interesting!

4 Further information about your campaign. Think about:

- The facts, stats and evidence behind your campaign
- How the campaign relates to the local area (really important if it’s for a local publication)
- Why the campaign is relevant for the readers
- Any personal stories you can include – make it emotive, so the journalist and readers can connect with the story
- Remember to keep it concise!

5 Include some quotes (approx 2), from relevant people. This could be yourself, your MP, or organisations campaigning on the issue such as Plan International UK.

6 End with a call to action – what do you want readers of the article to do to support your campaign?

Some other things to think about

Make sure you include either contact details for yourself or the organisation you are working with so the journalist knows who to contact for more information.

It’s a good idea to copy and paste your press release into the body of the email instead of as an attachment. If you have photos include them as well.

If you’re having an event, be clear about the time, date, and location of where the publication can send a photographer.

If you include personal stories, make sure that whoever is telling their story is completely happy to share their story in such a public way and if they are under 18, make sure you have sought their parents’ permission.

STEP 4

Follow up!

It is good to be persistent as journalists are busy people. If you can, call and ask if they have received your press release and if they are planning to come and cover your event. If they haven’t, try to get the journalist’s individual email address and then send it again.

SOCIAL MEDIA

Social media platforms provide a brilliant opportunity for anyone to become a 'citizen journalist' which can be a fantastic way of getting the word out there about your campaign.

Which platform? There are countless different platforms from Twitter, to Instagram, to Facebook, to YouTube, to Snapchat and TikTok. Consider which platforms could help you to get the message out to the audience that you would like to engage.

What's your key message? Think about the key message of your campaign and how you can consistently get that across on the social media platforms that you chose (refer back to your 'elevator pitch' from [Act For Girls: Organise](#) to help you).

Got a hashtag? Consider coming up with a hashtag that you and others can use to collect together posts about your campaign. This could be the same as your campaign name or slogan. Remember to keep it short, catchy and readable and check if it is already being used for something else. Once you have established your hashtag, monitor it closely to see who is engaging with your campaign – you could download online tools like Keyhole or Tweet Binder to help you. You can also engage in existing established hashtags to help your posts be seen by more people.

Who could you tag? You could consider tagging your campaign target in posts on social media to get your message across, and encouraging others to do the same. (There is more information about contacting decision makers in [Act For Girls: Influence](#))

Who could you engage with? You could also engage with other social media users who might be interested in your cause by tagging them in your posts and engaging with the posts that they put out by liking, commenting and sharing.

Follow us! Follow, interact and tag Plan International UK's profiles:



Most importantly, be safe! Remember to be safe online, if you receive negative or abusive comments then tell someone in real life and report it on the social media platform, and you can always choose to block users. You can find resources for how to be safe online [here](#). Always be kind, honest and clear.

Check it out

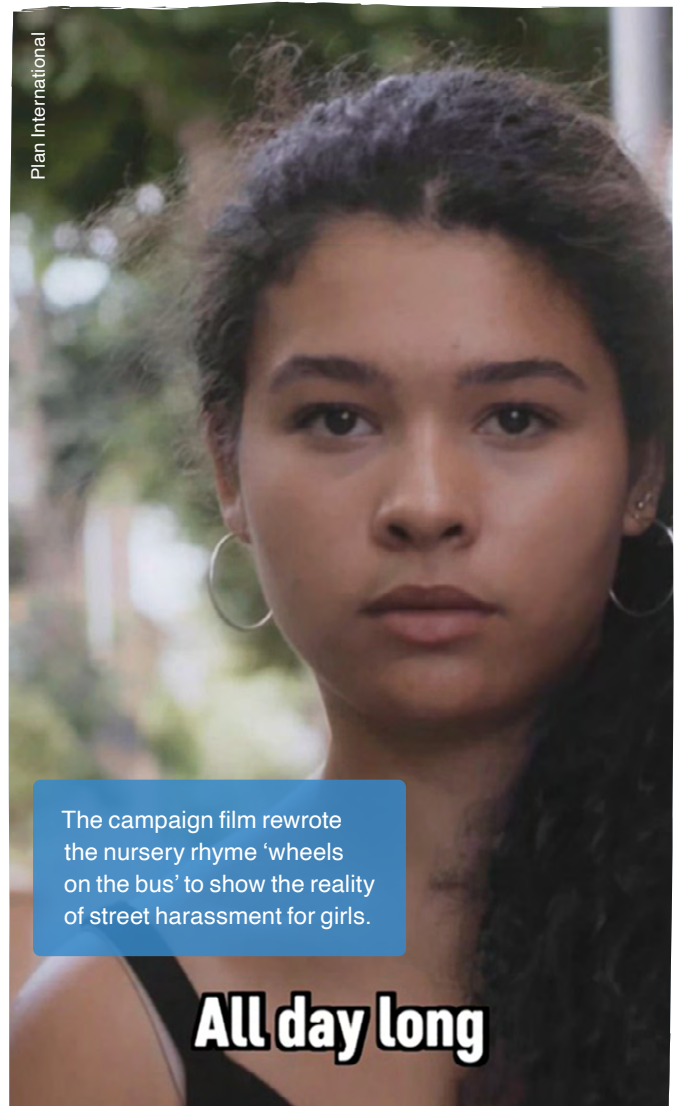


Plan International

#ISayItsNotOK

In October 2018 Plan International UK launched a campaign to end street harassment. Using social media, we wanted to show the government that this was an issue that people cared about – the more people who shared the campaign, the more likely the Government would listen. We asked the public to stand with all girls and say, 'It's not OK', by sharing a compelling campaign film using **#ISayItsNotOK**. It resonated with girls and women from across the UK as they saw their daily experiences of street harassment reflected back at them. On Twitter alone, the main campaign tweet, which included the campaign film, had over 10 million views.

By tapping into a sentiment felt by many, the campaign allowed thousands of people to share the film, their own of street harassment experiences and demand enough is enough.



Plan International

The campaign film rewrote the nursery rhyme 'wheels on the bus' to show the reality of street harassment for girls.

All day long

EVENTS

Gathering together in real life or online for an event can be a brilliant way to further your campaign. This could be anything from a community event, to a rally, to a stunt, to an open meeting with your MP, to a craftivism circle. The list is endless.



TOP TIPS!

- Plan and communicate the event as far in advance as possible
- Ensure key information is clear (e.g. date, time, location)
- Think about allocating different roles, e.g. someone to take photos (always make sure to have people's permission first), someone to take notes, someone to talk to key guests such as MPs, someone to welcome new people, someone to post on social media, etc.
- Consider the accessibility and inclusivity of your venue, for example are there wheelchair ramps, are there gender-neutral toilets?
- Think about the main message that you want participants of the event to understand and what you want them to do, and make sure this is clear.



More than 1 in 3 girls
in the UK have received unwanted
sexual attention while wearing their
school uniform in public.

Source: Plan International UK

TEDx Exeter

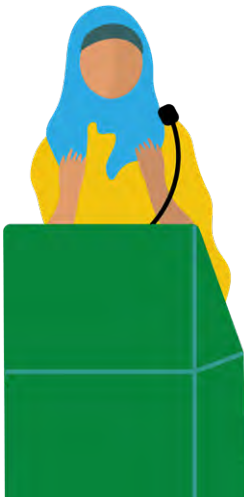
Credit: Tedx Exeter

Jess, 18, speaks about the prevalence of street harassment at Tedx Exeter

Public speaking

Often events can involve public speaking which is a key skill for a campaigner – this could be welcoming people at your own event, being invited to speak at another event or making a speech at a protest. This could also be an online event or a podcast. Here are some key things to think about when public speaking:

- Its natural to feel nervous but try not to worry, everyone will be rooting for you
- Make an effort to speak slowly, loudly and clearly, with lots of pauses
- Try to root yourself with your feet hip-width apart and your hands by your sides, standing still and only making a small amount of intentional gestures
- Try to make eye contact with people in the audience, bouncing gently from one person to another, or if this is too difficult then chose a spot in the distance just above people's eye line and speak to that
- Prepare what you want to say and practice, practice, practice. You could try recording yourself and listening back to see how you have done and how you could improve, or ask someone to give you feedback



- Make notes to help guide you, consider making these into bullet points, rather than a script that you need to read. Think back to your elevator pitch in [Act For Girls: Organise](#), this can form a great foundation for a speech
- If you can include personal reflections it can be more engaging to the audience, so make sure you introduce yourself and say a bit about you at the beginning
- Try to make your speech as participatory as possible, could you ask questions to the audience, or ask them to put their hand up, stand, talk to the person next to them, reflect etc.
- Make sure to plan a strong finish to your speech, this could be the call to action of your campaign



Now you know how to get your campaign in the newspapers and social media, as well as deliver powerful speeches at events – it won't be long until everyone knows about your campaign!

Do make sure to check out the other guides in the Act For Girls Toolkit [here](#).

Please feel free to get in touch with us at Plan International UK on youthengagementteam@plan-uk.org with any questions, comments or for further information. And do let us know how you get on, we would love to hear all about your campaigning!

Yes, you did it!

EXAMPLE

Press release



Immediate Release

Date: 11/04/2019

Local student invited to speak at prestigious TEDx event

Cheshire born Jess Leigh, 18, was invited to speak at this year's annual TEDxExeter event, to a sold-out auditorium of 900 people.

The event, which is now in its eighth year, explored the theme of 'The Art of Possible', and invited speakers to address some of the most pressing global challenges we face today. Jess delivered her TEDx talk on street harassment.

Reflecting on her own experiences of harassment growing up, and those of her peers, Jess said to the audience: "I've lost count of the number of times I've been harassed in public. We can name places which are virtual 'no-go zones' because we fear being harassed there. We share tips, we warn each other. We experience street harassment so often that we almost feel it's a normal part of growing up".

Jess has been a member of children's charity Plan International UK's youth advisory panel since the age of 15 and has worked on a number of campaigns to give girls an equal chance in life.

Most recently, she supported the charity's #ISayItsNotOK campaign, which successfully lobbied the UK government to recognise street harassment as a form of gender-based violence.

Wrapping up her TED talk, Jess encouraged the audience to stand up for the girls and young women in their lives: "We need to empower girls and young women, because when we speak up, we form a language that destigmatizes and empowers. We need to create a new norm which is based on equality and respect".

About the event, Tanya Barron, Chief Executive of Plan International UK said: "As a global girls' rights' charity, we know that girls are experts in their own lives and that it is only through listening to their experiences and amplifying their voices that real change can happen".

"Jess has delivered an inspirational talk on an issue we know is a prevalent part of girls lives today. Our research found that two thirds of girls aged 14–21 have experienced unwanted sexual harassment in a public place."

After the event, Jess said, "Today was possibly the best day of my life. Words can't describe how empowered and inspired I feel right now".

The day-long conference took place at Exeter Northcott Theatre on 5 April 2019.

Plan International UK Press Office

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Further reading:

GLITCH is a UK charity recognised internationally for their work to make the online space safe for all by raising awareness of online abuse and its impact through an intersectional lens, advocating for long term and systematic change from both tech companies and governments as well as delivering a range of educational programmes on digital citizenship, digital self care and safety. Together we can #FixTheGlitch. Find out more at www.fixtheglitch.org

MEMES TO MOVEMENTS: How the World's Most Viral Media Is Changing Social Protest and Power By An Xiao Mina

MORE THAN ENOUGH: Claiming Space for Who You Are By Elaine Welteroth

BRAVE NEW WORDS PODCAST wordstowinby-pod.com

ACT FOR GIRLS: ORGANISE Everything you need to know to plan your own campaign for change!

ACT FOR GIRLS: INFLUENCE Everything you need to know to influence your decision maker!

ACT FOR GIRLS: CREATE Everything you need to know to campaign creatively!

Booklet design: Philippa Thomas (philippa-thomas.com) Booklet illustrations: Jessica Nugent ([@hellojesspanu](https://twitter.com/hellojesspanu))

Girls are encouraged to lead their peers during activities in a refugee camp in Ethiopia

