



# Social Media toolkit National Women's Day

12 February 2021



AWAZ-E-NISWAN

# ABOUT THE TOOLKIT

National Women's Day is celebrated on 12th February each year to remember Pakistani women's movement, their courage and bravery to fight against violence and discriminatory laws and injustices during the 1980s, some of which persist to this day.

On February 12, 1983, with Section 144 in place, women defied the ban on public assembly and decided to march peacefully to the Lahore High Court in order to record their protest to the discriminatory Law of Evidence. The protest was led by the Woman Action Forum (WAF), whose members were in the forefront of the protest, the first public demonstration by any group against the discriminatory practices of the Ziaul Haq military regime. The protest also marked the first time in the history of Pakistan that police used tear gas and batons on women, injuring many and arresting nearly 50.

The struggle continues, as the infamous discriminatory laws still exist, albeit there have been some amendments. Women's rights have improved in recent years, but much still remains to be done. The struggle for women's franchise, addressing entrenched social norms that limit them in their exercise of constitutional and political rights is an ongoing one; even after three decades civil society educational and motivational campaigns are still required for effectively boosting women's turnout in the election process.

In order to commemorate this momentous day, AAN along with other feminist and rights-based organizations are launching a social media campaign designed to **celebrate the courageous women who stood for the democratic and constitutional rights of women of Pakistan**. The proposed social media campaign is aimed at all, specifically women. Material is designed to highlight the struggle, key achievements in last three decades and celebrate the courageous women. The social media kit highlights nonpartisan voter education campaign to increase women's turnout in the election process that lead to be part of decision making.

This social media toolkit will help you to

- National Women's Day is a time to acknowledge women's achievements and to highlight the work still to be done.
- Creating awareness that women constitute 44% of registered voters in Pakistan yet female votes polled are low, especially among the younger age group.
- For women to be recognized as influential constituents in their own right, female voters need to be organized, be aware of the significance and power of their vote and informed enough to exercise
- Equality for women makes good business sense because we are more powerful together.

You can use, modify the material in this toolkit. This toolkit includes key messages, visual assets for you to post on social media along with suggested social media posts.

# JOIN THE 2021 National Women's Day 12. Feb.

## INTERACT THROUGH HASHTAGS

**KEY DATES FOR POSTING:** We hope you will join us in posting content from this toolkit during the run-up to the National Women's Day and on 12 February. The theme focusses on remembrance of the historical struggle of Pakistan's women against oppressive laws and to honour the advancement of the Women's Movement. That means women represent symbol of courage demanding an equal, equitable and just democratic order guaranteeing human rights for all, especially those who have been historically marginalized. The process of change starts with women becoming voters and ends with women taking key decision-making roles at levels. While doing so we will also celebrate the achievements of women who took charge for the rights and stand against the laws against women.

We will use three main hashtags when communicating about the National Women's Day 2021.

Please use them to stay informed, join the conversation, and engage with others:

#MeraVoteMeraHaq

#Women4progress

# Social Media Materials

Material related to NWD 2021 is ready for you to share. You may find them in our Google Drive folder (these will be all colorful vibrant illustrative elements go along side FB, and tweeter posts.

Main Pictures of Movement

FB Images

Picture of activists and profiles



The picture shows Zhila Shah being baton charged by the police. 12 Feb. 1983. PHOTO: RAHAT DAR/SHIRKATGAH

# Suggested posts for Twitter and Facebook for National Women Day

- National Women Day is celebrated on 12th February each year to remember Pakistani women's movement, their courage and bravery to fight against violence and discriminatory laws and injustices. #Nationalwomenday
- A prosper Pakistan is a just, democratic and caring where women and men are recognized as equals and lead their lives with self-respect and dignity. #Nationalwomenday
- Women constitute 44% of registered voters in Pakistan yet female votes polled are low, especially among the younger age group. #Nationalwomenday
- Ensuring gender equality in political participation matters: Include women in political process for progress of the country#Nationalwomenday
- When women participate and lead, society benefits#Nationalwomenday
- In Pakistan's 2018 general elections, the male-female gap in voter turnout stood at 9.1 percent with 11 million fewer women exercising their right to vote than men. #Nationalwomenday.
- In 2018 elections out of 46 million women that are registered to vote in Pakistan, only 40 percent participated in the process. Women face a number of barriers to greater political participation, both societal (e.g. traditional views on a woman's place in society) and bureaucratic (e.g., lack of access to national identity cards that give women an official record within the system. #Nationalwomenday.
- Let's celebrate the courageous women {Name, Action, Picture} x 5/6 #Nationalwomenday.
- Women's participation in political life and public decision-making is essential for equity, equality and justice. #Nationalwomenday.



Facebook and twitter posts supplemented by illustrative visual element

Infographic facts along with message and visual

Cherishing 12 Feb 1983 Hero's.  
Pictures, names and contribution

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Pictures release of happened or any articles published on mainstream media

Facebook and twitter posts supplemented by illustrative visual element

Any media articles published on mainstream media