

Women's Rights Advocacy through a Web Campaign

Introduction to the cause

Prava Za Sve (Rights for All) is a Bosnia and Herzegovina's national non-governmental human rights organization, which works to create just and democratic society based on human rights standards with particular focus on equal opportunities and participative democracy principles. They implemented a number of activities aiming to inclusion and strengthening women's rights in the process of accession of Bosnia and Herzegovina to the European Union. Women in Bosnia and Herzegovina are not equal with men particularly in employment and work, health, and social protection. They are discriminated in access to maternity leave and compensation. A number of unemployed women are growing steadily, many women are working in the informal economy, there are not enough accessible services for children, parental leave is limited. Women's perspectives are often ignored when legislative solutions developed.

Prava Za Sve, in cooperation with eight partners of women's organizations from Bosnia and Herzegovina drawn up advocacy document "Contribution of the Women Advocacy Group (WAG) for the 2016 EC Progress Report on Bosnia and Herzegovina". Along with this document, they created a platform where the public and government met, organizing public debates focusing on healthcare and equal accessibility to it. In order to promote the public debates and ideas generated from them, a web campaign was necessary.

The network

For the web campaign, we produced three short videos, summarizing the general idea. The videos, natively posted on Facebook, were to inform the public of topics discussed, raise the visibility of women's issues and call for action. Using the powerful tools of advertising Facebook offered, we managed to generate more than 100.000 views per video. Paid ads mean nothing if SEO and the optimisation of target group and keywords was not done properly.

Videos were posted every 3 weeks, always as an announcement, where interactions with web campaign grew with each new video, reaching 116k views with the last one. Also, the demographics showed huge success. Since men never include themselves in discussions about women human rights, it was very important to note that over the course of the campaign it changed. The insight shows that the first video was viewed by 21% men and 78% women, while the last video showed that the top audience were men with 50% of the views.

The campaign was a success, both online and offline. The public showed much more interest in women's issues, both with joining the discussion over the web and in public debates. The media put these issues into the mainstream and started regularly covering and writing about them. And most importantly, the government officials in charge of the process of accession of Bosnia and Herzegovina to the European Union took advice from the "Contribution of the Women Advocacy Group (WAG) for the 2016 EC Progress Report on Bosnia and Herzegovina" advocacy document.