WORLD PULSE

WOMEN WEAVE THE WEB

RECOMMENDATIONS
For Women's Digital Empowerment
A Summary of Global Discoveries 2014-2015

Social Media Toolkit
17-24 November, 2015

**Intro
& Images**

**Campaign
Overview**

**Digital
Access**

**Digital
Literacy**

**Digital
Empowerment**

WHAT ARE THE WWW: WOMEN WEAVE THE WEB CAMPAIGN RECOMMENDATIONS?

In 2014, the unique online platform World Pulse crowdsourced women's personal testimonies and recommendations for improving Digital Access, Digital Literacy, and Digital Empowerment around the world. World Pulse created a report as the culmination of that campaign, known as WWW: Women Weave the Web. It provides immediately actionable steps—distilled from the women's submissions themselves—that any individual or organization can take globally to ensure women have equal access to digital tools, digital literacy, and the empowerment that can come from being globally connected online.

With these recommendations, we wish to:

- **Build awareness of the benefits and challenges to empowering women worldwide through digital technology.**
- **Persuade individuals and organizations to develop products and policies that ensure women are included in today's digital world.**
- **Amplify women's voices and solutions from around the world.**

WORLD PULSE'S SOCIAL MEDIA CAMPAIGN

For seven days from 17-23 November, we will be giving visibility to the challenges, solutions, and voices of the campaign on social media. Our campaign follows what's outlined in this toolkit, and we invite you to re-share and re-post our content, or use this toolkit to create your own messaging aligned with our campaign, so we can generate greater visibility and awareness of these issues.

TAGS & HANDLES—OPTIONS

@WorldPulse @Jensine #womenweavetheweb	#DigitalEmpowerment #heforshe #webwewant #nonEnglish

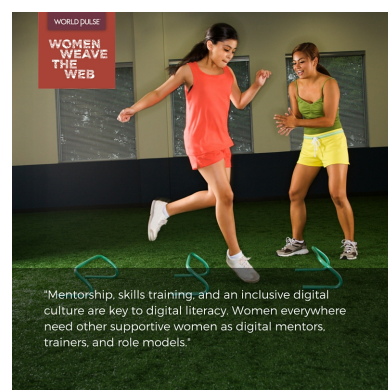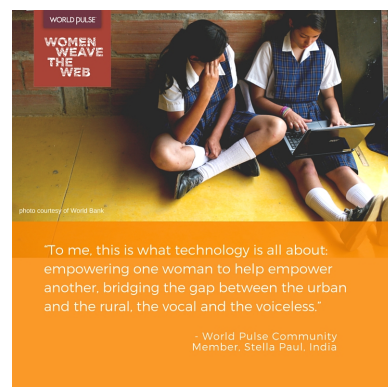**Intro
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IMAGES

There are nine social media memes woven throughout this social media campaign. You may use all nine or choose those that are most aligned with your work and area of interest. The toolkit comes with a zipped file of these social-media ready images. Please acknowledge World Pulse and link to our website, www.worldpulse.com.

"With ingenuity and resourcefulness, women are coding new strategies to bring more women online and empower them. World leaders and technology firms should be paying attention to their solutions—and backing them up."

JENSINE LARSEN
World Pulse Founder & CEO

photo by Andrea Leoncavallo

WORLD PULSE
WOMEN WEAVE THE WEB

"The source of power today is not money in the hands of a few, but information in the hands of many."

- World Pulse Community Member, A Common Future, Cameroon

WORLD PULSE
WOMEN WEAVE THE WEB

WORLD PULSE
WOMEN WEAVE THE WEB

"My main challenge in finding a voice online was to write in English"

How can the digital world better serve non-English-speaking women who want to share their stories?

photo courtesy of World Bank

WORLD PULSE
WOMEN WEAVE THE WEB

"In my town, obstacles (to Digital Access) are within our own homes, husbands and relatives."

In some cultures, women's digital freedom conflicts with traditional roles. Women need safe, private off-line and online spaces to communicate freely.

WORLD PULSE
WOMEN WEAVE THE WEB

"What I'm learning about digital empowerment is something simple: I am the person who is best able to write about my own life. I am the first person that has to believe my own point of view is valid and my message is important."

- WORLD PULSE COMMUNITY MEMBER, DIARIOIGUALDAD, MEXICO

WORLD PULSE
WOMEN WEAVE THE WEB

photo courtesy of World Bank

"To me, this is what technology is all about: empowering one woman to help empower another, bridging the gap between the urban and the rural, the vocal and the voiceless."

- World Pulse Community Member, Stella Paul, India

"We urge women and girls to see themselves not as passive recipients of information, but as active knowledge and technology developers and sharers..."

- World Pulse Community Member, Uganda

photo courtesy of Asian Development Bank

WORLD PULSE
WOMEN WEAVE THE WEB

WORLD PULSE
WOMEN WEAVE THE WEB

"Deep within the mountains of my country we are women with the right to new technology, women capable of transforming the world even further than a house, our ideas strengthen our organizations, families and society."

- WORLD PULSE COMMUNITY MEMBER, UCAPANTASMA, NICARAGUA

WORLD PULSE
WOMEN WEAVE THE WEB

"Mentorship, skills training, and an inclusive digital culture are key to digital literacy. Women everywhere need other supportive women as digital mentors, trainers, and role models."

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Day 1—17 November:
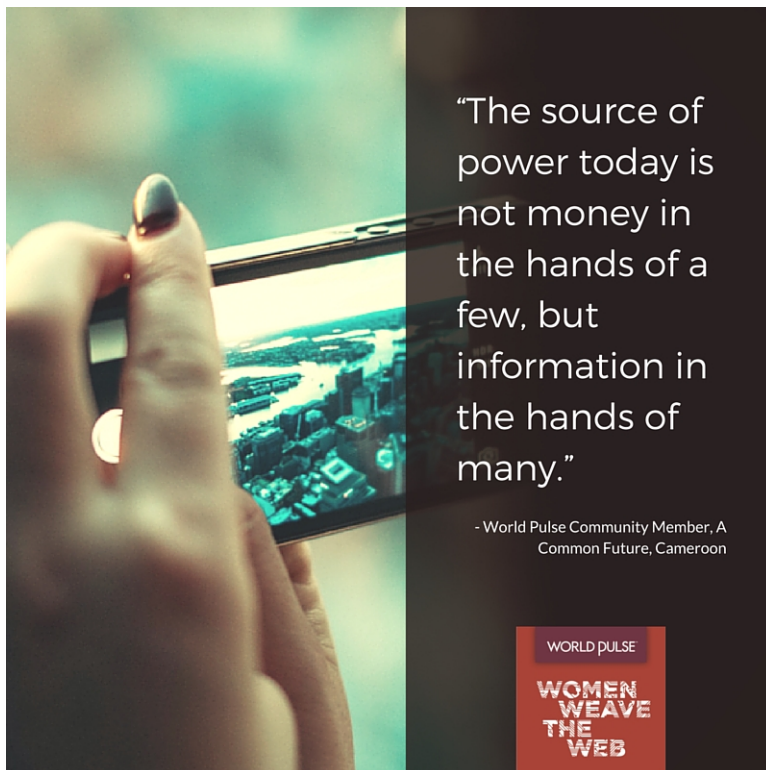
GENERAL PROMOTION OF THE RECOMMENDATIONS

"With ingenuity and resourcefulness, women are coding new strategies to bring more women online and empower them. World leaders and technology firms should be paying attention to their solutions—and backing them up."

JENSINE LARSEN
World Pulse Founder & CEO

WORLD PULSE
WOMEN WEAVE THE WEB

photo by Andrea Leoncavallo

TWITTER

- You can tweet the above meme quoting Jensine Larsen, World Pulse Founder.
- *Sample Tweet:* Women from 71 countries say why they're on the far side of the #digitaldivide + what could bridge the gap #womenweavetheweb
  bit.ly/womenweavetheweb

FACEBOOK

- You can post the above meme quoting Jensine Larsen, World Pulse Founder.
- *Sample Facebook Post:* What needs to happen for women's global digital empowerment to become reality? @WorldPulse asked and 600+ women from 71 countries answered. Here's what they say keeps them on the far side of the digital divide, and what could bridge the gap. bit.ly/womenweavetheweb

Day 2—18 November:

DIGITAL ACCESS: BARRIERS AND SOLUTIONS (INFRASTRUCTURE)

"The source of power today is not money in the hands of a few, but information in the hands of many."

- World Pulse Community Member, A Common Future, Cameroon
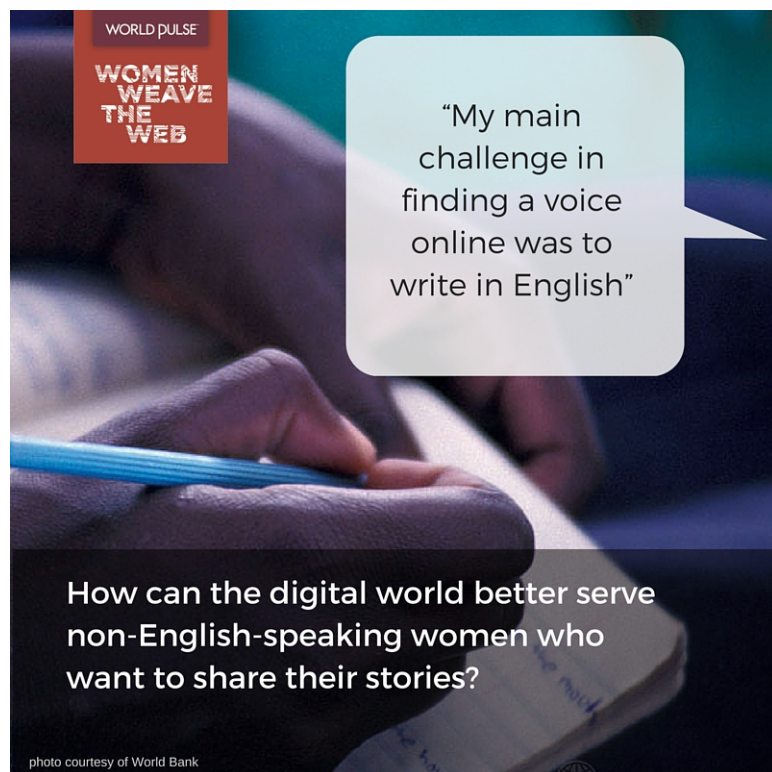
WORLD PULSE
WOMEN WEAVE THE WEB

TWITTER

- You can tweet the above meme quoting a World Pulse Community Member.
- *Sample Tweet:* Globally, 1st barrier to women's #digital access is infrastructure: basics like transportation + electricity #womenweavetheweb bit.ly/womenweavetheweb

FACEBOOK

- You can post the above meme quoting a World Pulse Community Member.
- *Sample Post:* In much of the world, infrastructure is the first barrier to women's digital access, including basics like transportation and electricity. bit.ly/womenweavetheweb

Day 3—19 November:

DIGITAL ACCESS: BARRIERS AND SOLUTIONS (LANGUAGE)

TWITTER

- You can tweet the above meme quoting a World Pulse Community Member.
- *Sample Tweet:* Supporting the development of #nonEnglish digital information + translation technologies is crucial #womenweavetheweb bit.ly/womenweavetheweb
- *Sample Tweet:* #webwewant: How can we better serve #nonEnglish speaking women who want #digitalempowerment? #womenweavetheweb bit.ly/womenweavetheweb

FACEBOOK

- You can post the above meme quoting a World Pulse Community Member.
- *Sample Post:* Supporting the development of non-English speaking digital information and translation technologies is crucial bit.ly/womenweavetheweb
- *Sample Post:* How can we better serve non-English speaking women who want to be digitally empowered? bit.ly/womenweavetheweb

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Day 4—20 November:

DIGITAL ACCESS: BARRIERS AND SOLUTIONS (CULTURE, GENDER INCLUSION)

TWITTER

- You can tweet the above meme quoting a World Pulse Community Member.
- *Sample Tweet:* #Womenweavetheweb worldwide report: biggest barrier to digital access might be within own homes. #heforshe bit.ly/womenweavetheweb

FACEBOOK

- You can post the above meme quoting a World Pulse Community Member.
- *Sample Post:* New report from @WorldPulse shows the biggest barrier to women accessing digital technology might be within their own homes. Women deserve to access information without fear or repression. bit.ly/womenweavetheweb

Day 5—21 November:

DIGITAL LITERACY: BARRIERS AND SOLUTIONS

WORLD PULSE

WOMEN WEAVE THE WEB

"Mentorship, skills training, and an inclusive digital culture are key to digital literacy. Women everywhere need other supportive women as digital mentors, trainers, and role models."

TWITTER

- You can tweet the above meme quoting a solution from the WWW Recommendations.
- *Sample Tweet:* #Digitalliteracy for women is about having motivating reasons to use the Internet, + acquiring skills to maximize it #womenweavetheweb
  bit.ly/womenweavetheweb

FACEBOOK

- You can post the above meme quoting a solution from the WWW Recommendations.
- *Sample Post:* Digital Literacy for women is all about having motivating reasons to use the Internet, and acquiring the skills to maximize it as a tool. bit.ly/womenweavetheweb

Day 6—22 November:

DIGITAL EMPOWERMENT

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- WORLD PULSE COMMUNITY MEMBER, DIARIOIGUALDAD, MEXICO

WORLD PULSE
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photo courtesy of World Bank

"To me, this is what technology is all about: empowering one woman to help empower another, bridging the gap between the urban and the rural, the vocal and the voiceless."

- World Pulse Community Member, Stella Paul, India

TWITTER

- You can tweet the above memes quoting World Pulse Community Members.
- *Sample Tweet:* With #empowerment comes real change. Women begin to be represented in their own words online. #womenweavetheweb bit.ly/womenweavetheweb
- *Sample Tweet:* How does the Internet make YOUR dreams possible? @WorldPulse #womenweavetheweb #webwewant

FACEBOOK

- You can post the above memes quoting World Pulse Community Members.
- *Sample Post:* With empowerment comes real change. Women begin to be represented in their own words online. bit.ly/womenweavetheweb
- *Sample Post:* Tell us: How does the Internet make YOUR dreams possible? @WorldPulse

Day 7—23 November:

DIGITAL EMPOWERMENT

"We urge women and girls to see themselves not as passive recipients of information, but as active knowledge and technology developers and sharers..."

- World Pulse Community Member, Uganda

Computer Applications

photo courtesy of Asian Development Bank

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- WORLD PULSE COMMUNITY MEMBER, UCAPANTASMA, NICARAGUA

TWITTER

- You can tweet the above memes quoting World Pulse Community Members.
- *Sample Tweet:* When women gain Digital Access + #DigitalLiteracy they can become creators of digital information #womenweavetheweb bit.ly/womenweavetheweb
- *Sample Tweet:* #digitalempowerment: see how your political + cultural environment impacts you + how you can impact it #womenweavetheweb bit.ly/womenweavetheweb
- *Sample Tweet:* How does the Internet make YOUR dreams possible? @WorldPulse #womenweavetheweb #webwewant

FACEBOOK

- You can post the above memes quoting World Pulse Community Members.
- *Sample Post:* When women have equal Digital Access and achieve Digital Literacy, they can become not only receivers but creators of digital information.
- *Sample Post:* Digitally empowered women are able to see how their political or cultural environment impacts them, and how they in return can impact it.
- *Sample Post:* How does the Internet make YOUR dreams possible? @WorldPulse