

# REFLECTIVE REPORT- content development & publications

Content creation and publication is about generating ideas that appeal to your buyer persona, creating written or visual content and then making the information accessible to your audience. With content creation we identify a topic to write about, which form we want to use for the information, formalize a strategy then produce the content. We establish relationships with people through the content that we produce, because the audience engages with us, share the stories or views, sometimes they might feel so safe that they can share personal things. Somehow this becomes a mutually beneficial relationship as we both get to learn new things and different perspectives from one another.

I am enthusiastic about social issues, so I started a Facebook page that addresses gender-based violence. My page talks about talking about GBV and how it affects us, I do not only talk about GBV against women but men too. Mostly because GBV against men is not talked about enough, because most men are even afraid to talk about it because they fear that their masculinity will be questioned or homophobic claims. With this page I have learned a lot of stories and connected with a lot of people. I also allow people who follow my page to share their own stories or leave comments on my posts. With this page I hope to educate people about gender-based violence and inspire them to find it in themselves to identify abuse and find the courage to leave and choose themselves.

Public relations is about identifying issues and coming up with solutions, and communication is about creating and sharing ideas, views and information. With my page I identify a social issue which is gender-based violence and I try to find solutions, the first solution is talking about it. And try to discourage this type of behavior, by trying to find the probable causes of gender-based violence, and why is it that most people who experience it do not talk about it. With this page I have started, it is all about sharing our views and experiences about GBV.

Starting this page has taught me that in most cases it is not easy to leave an abusive relationship, because the abuser will always make you feel worthless like you are nothing without them or that you cannot live without them. It has taught me that I should not judge people who keep on forgiving their partners, I also learned that I should always applaud those who had the courage to leave, because it is not easy.

Another thing that I have learned is that GBV against men is not taken as seriously as GBV against women, and this shows that there really is no equality. If a man were to run down a path and say that he has been assaulted he would be laughed at, but if it were a woman, she would be heavily protected. This goes to show how the world is so unequal and unfair to men. We all assume that men have equality or are more privileged but in reality, it is the total opposite.

I want to create a space where it is okay as man or woman or trans or any gender to be open, to feel safe to talk about your experiences about GBV and its aftermaths. A space where it is not only okay but encouraged to talk about your struggles with mental health, abuse, substance abuse and anything that has negatively affected you.