

E-Dissemination of A Gendered Social Accountability Toolkit Report.



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Spotlight
Initiative



INTRODUCING

A Gendered Social Accountability Toolkit for Women's Rights Advocates

A Toolkit on Advocacy, Women Movement Building & Social
Responsibility on Ending Violence Against Women and Girls
EVAWG in Nigeria



Introduction

On June 26, The Women's Rights Advancement and Protection Alternative (WRAPA) launched the published Gendered Social Accountability Toolkit in partnership with UN Women Nigeria.

The social accountability toolkit is developed as a mentorship toolkit on the essential components and structures of advocacy, women's movement building, and social responsibility in Ending Violence Against Women and Girls (EVAWG) to strengthen the knowledge and skills of women's rights groups, persons with disabilities, and state and non-state actors.

The Toolkit is a context-based, tailored, easy-to-read SGBV Social Accountability/Women's Movement Monitoring Toolkit on VAWG/SGBV/HPs and the promotion of SRHR for women and girls in the FCT, Adamawa, Sokoto States, and beyond.

The launch of the social accountability toolkit is to create visibility and disseminate the toolkit to partners for effective programme implementation, engage stakeholders to hold official dialogues, and demand accountability.

To further reach gender advocates, women's groups, development partners, and civil society organisations from different parts of the world to learn, adopt, utilise, and implement the toolkit, WRAPA launched a dissemination plan for the E-copy of the tool on various platforms and social media to create awareness and access to the toolkit.

The dissemination is targeted to increase visibility and reach the potential audiences who will adopt and effectively use the Social Accountability Tool Kit as an accountability mechanism for Violence Against Women and Girls (VAWG) in their various societies beyond the project intervention states. To be placed and identified in various journals, books, and publishing sites for easy access and resources for researchers, development workers, and civil society organisations.

To create traction and visibility for the project and organisations to influence people towards EVAWG culture in their respective spaces.

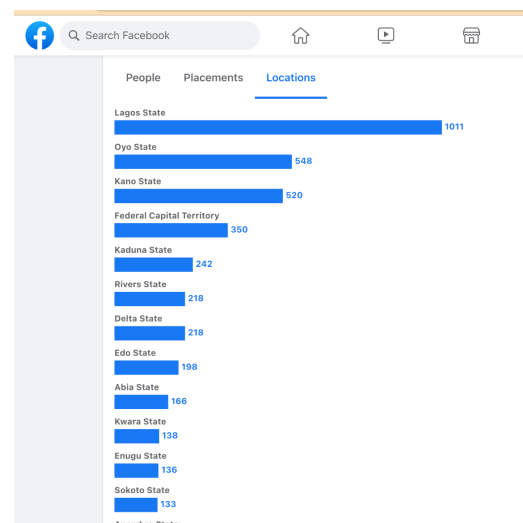
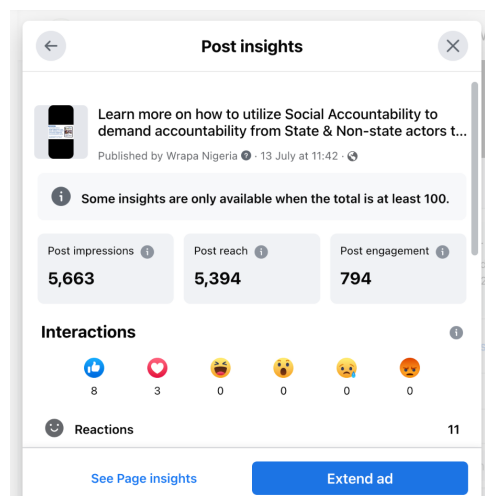
The dissemination was done on WRAPA social media handles, uploaded on Academia, and advertised to interested audiences on Google Ads.

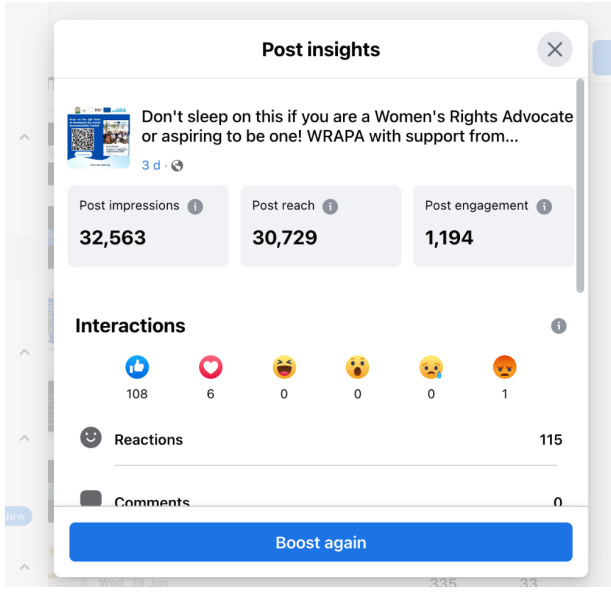
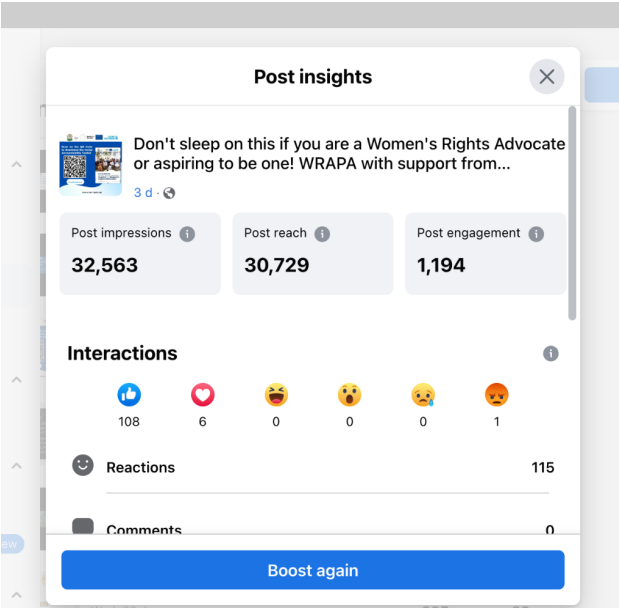
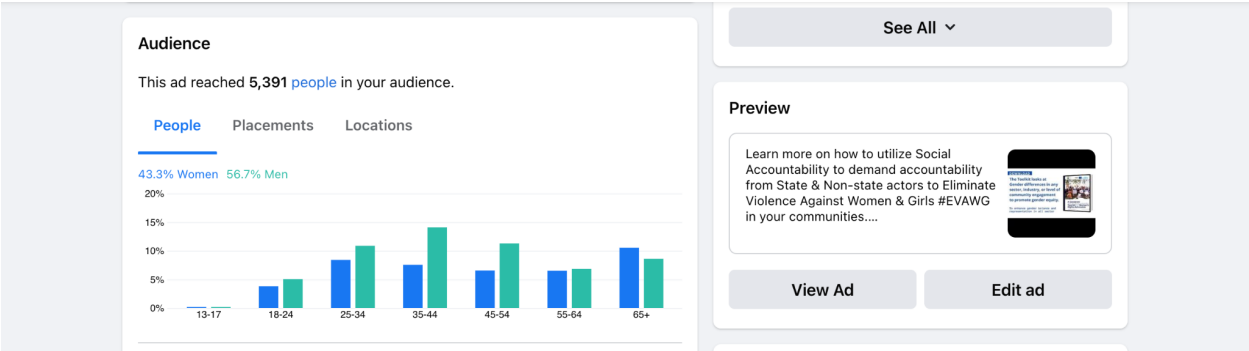
The cumulative number of reach, engagement, and clicks that were obtained from the posts made on the platforms

S/N	Platform	#engagement	#of reach	# of link clicks	Location reached
1.	Facebook	324	97,545	1,303	States in Nigeria: Abuja, Nigeria 13.4%, Lagos, Nigeria 13.4%, Kano, Nigeria 8.5%, Kaduna, Nigeria 6%, Ibadan, Nigeria 4.3%, Jos, Nigeria 3.7%, Port Harcourt, Nigeria 3.2%, Katsina, Nigeria 2%, Maiduguri, Nigeria 2% and Zaria Nigeria 1.8% Countries: Nigeria 94.8%, United Kingdom 1.6%, United States, 0.9%, India, 0.3%, Canada 0.2%, Ghana 0.2%, Pakistan 0.2%, South Africa 0.2%, Bangladesh 0.1% and Philippines 0.1%
2.	Instagram	30,974	99,977	867	States in Nigeria: Kano 12.4%, Kaduna 22.2%, Federal Capital Territory 12.2%, Lagos 20.7%, and Oyo 5.7% Countries: Nigeria, 74.7%, United Kingdom, 2.9%, United States, 2%, South Africa, 1.7%; and Kenya, 1.4%
3.	Twitter	815	2,406	118	Nigeria 100%
4.	Google Docs			250	Nigeria

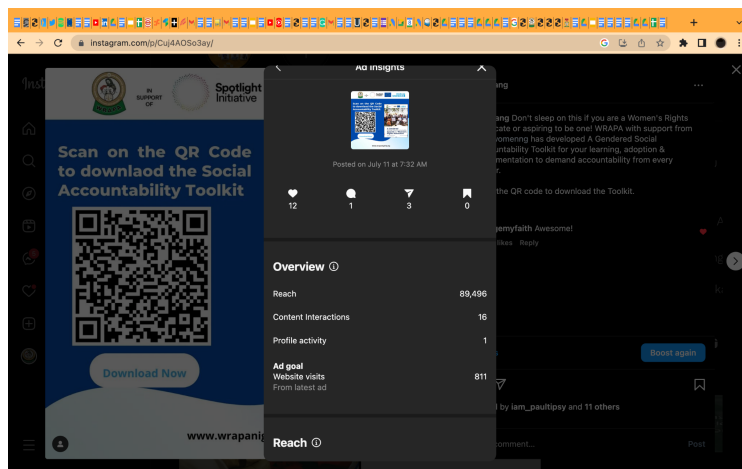
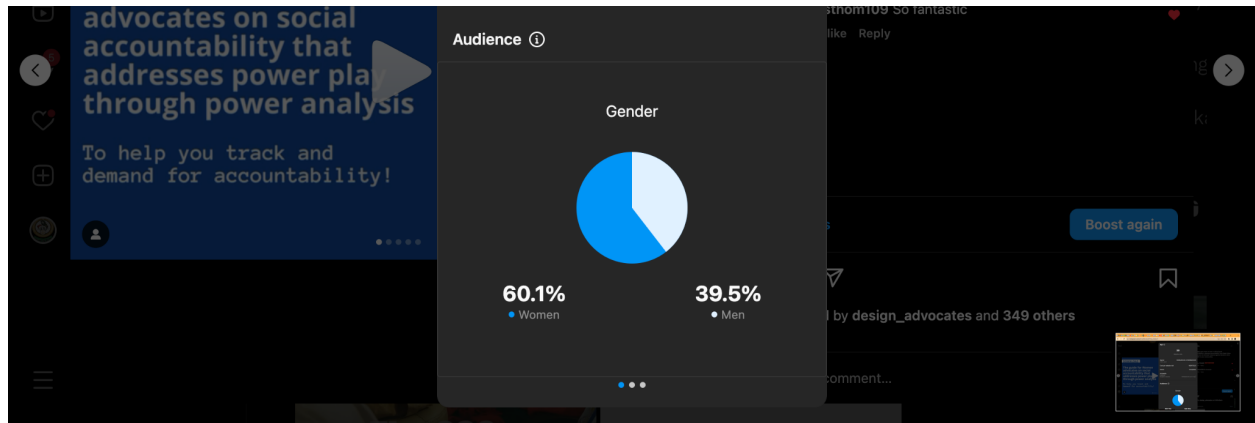
Screenshots from social media posts analytics and audience Reached

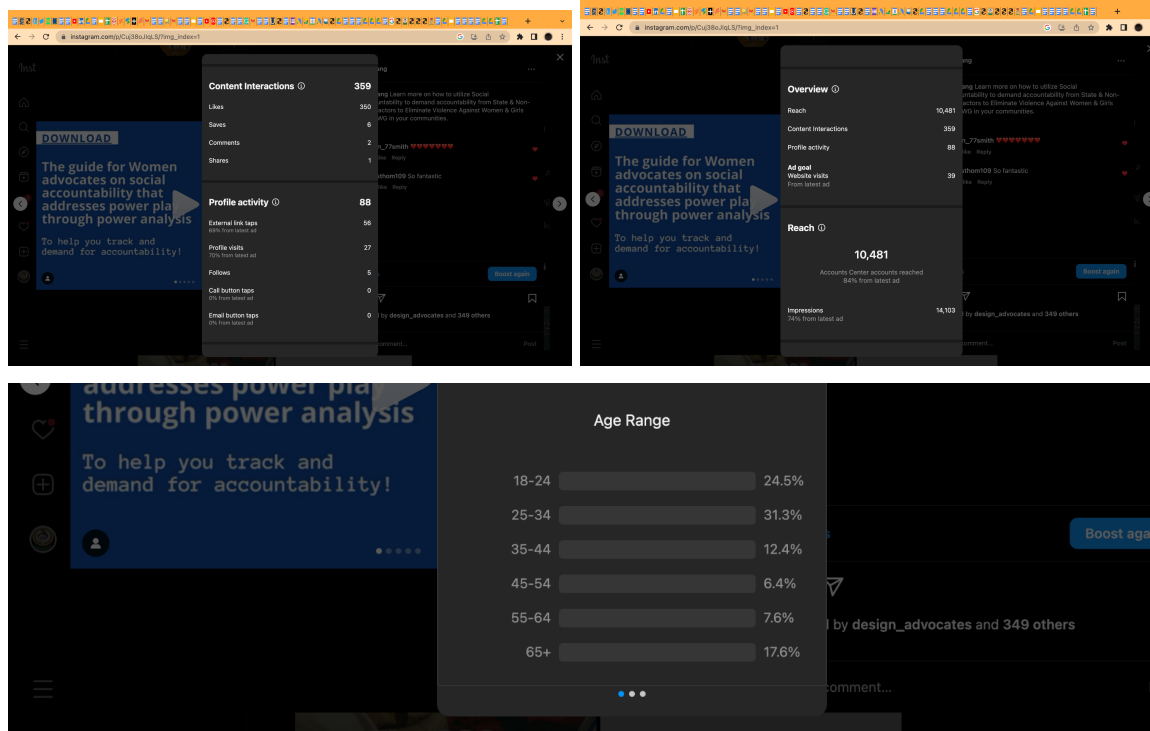
Below are screenshots of the posts made on the WRAPA Facebook page, [@WRAPANigeria](#), to increase the visibility and access of the toolkit to its potential and interested audience.





Below are screenshots of the posts made on the WRAPA Instagram page, [@wrapang](https://www.instagram.com/wrapang/), to increase the visibility and access of the toolkit to its potential and interested audience.





Below are screenshots of the posts made on the WRAPA Twitter page, [@wrapang](#), to increase the visibility and access of the toolkit to its potential and interested audience.

twitter.com/WRAPANG/status/1678670753217093632/analytics

WRAPA Nigeria

Tweet Analytics

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Learn more on how to utilize Social Accountability to demand accountability from State & Non-state actors to Eliminate Violence Against Women & Girls #EVAWG in your communities. click the link below to download...

99 102 1

Impressions	Engagements	Detail expands
1,586	453	161
	New followers	Profile visits
	3	9

Promote your Tweet
Get more Impressions and grow your brand. Promote this Tweet and broaden your reach.

Promote this Tweet

twitter.com/WRAPANG

WRAPA Nigeria

6,349 Tweets
SOAWR and 7 others

3 5 225

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Learn more on how to utilize Social Accountability to demand accountability from State & Non-state actors to Eliminate Violence Against Women & Girls #EVAWG in your communities. click the link below to download wrapanigeria.org/a-gendered-soc...

INTRODUCING

A Gendered Social Accountability Toolkit for Women's Rights Advocates

A Toolkit on Advocacy, Women's Movement Building & Social Accountability on Ending Violence Against Women and Girls (EVAWG) in Nigeria

DOWNLOAD

The Toolkit looks at Gender differences in any sector, industry, or level of community engagement to promote gender equity.

To enhance gender balance and representation in all sector

DOWNLOAD

The guide for Women advocates on social accountability that addresses power play through power analysis

To help you track and demand for accountability!

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1 102 99 1,586

WRAPA Nigeria @WRAPANG · Jul 11

Don't sleep on this if you are a Women's Rights Advocate or aspiring 2 be WRAPA with support from @unwomenNG has developed A Gendered Accountability Toolkit for women's rights advocates & implementation

twitter.com/WRAPANG/status/1678667811223117824/analytics

WRAPA Nigeria

Tweet Analytics

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Are you a Women's Rights Advocate or aspiring 2 be one? WRAPA with support from @unwomenNG has u covered with the Gendered Social Accountability Toolkit for your learning, adoption & implementation toward an equitable society free from all forms of #Violence against women & girls

5 1 0

Impressions 442 Engagements 23 Detail expands 7

New followers 1 Profile visits 3

Promote your Tweet

Get more Impressions and grow your brand. Promote this Tweet and broaden your reach.

Promote this Tweet

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Foundation hosted Womanifesta Consensus Building Meeting on 6th to 7th July 2023 in

twitter.com/WRAPANG

WRAPA Nigeria 6,349 Tweets

You Retweeted

UN Women Nigeria @unwomenNG · Jul 11

As part of #EVAWG interventions, @unwomenNG partners @WRAPANG to produce a toolkit that will enhance #VAWG public education and GBV service providers capacity

@BeatriceEyong @UN_Women @unwomenafrica @UN_Nigeria @FMWA_ng

WRAPA Nigeria @WRAPANG · Jul 11

Are you a Women's Rights Advocate or aspiring 2 be one? WRAPA with support from @unwomenNG has u covered with the Gendered Social Accountability Toolkit for your learning, adoption & implementation toward an equitable society free from all forms of #Violence against women & girls

DOWNLOAD

The guide for Women advocates on social accountability that addresses power play through power analysis

To help you track and demand for accountability!

0:41

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Messages

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