

JULY 2024



PEHCHAN COLLECTIVE

SOCIAL MEDIA ACTION TOOLKIT

"Loud and proud, I empowered myself—let's empower one another and them."

About Us!

Khawaja Sira Society (KSS) is a community-based organization working in 5 cities of the Punjab, Pakistan, dedicated to advancing the social, health, and human rights of transgender individuals.

Through advocacy, KSS works to combat stigma, discrimination, and violence while promoting equity, justice, and well-being.

Their efforts focus on creating an inclusive environment by strengthening community-led initiatives and addressing marginalized issues.



خواجہ سیرا سوسائٹی
Khawaja Sira Society (KSS)

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SOCIAL MEDIA ACTION TOOLKIT

Social media action has become a necessary part of non-profit advocacy and is now a component of any campaign. Non-profit Organization (i.e. Khawaja Sira Society) created this social media action toolkit for non-profit organisations to use and customise their campaigns to create an enabling environment and ensure accessible human rights. We hope it helps you to support your mission and advocacy!

CONTENT

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- a. Introduction
- b. Messaging and Graphics
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- a. Sample Introduction
- b. Sample Messaging and Graphics
- c. Sample Social Media Handles



PEHCHAN COLLECTIVE

SOCIAL MEDIA ACTION TOOLKIT

BACKGROUND

In Pakistan, Laws and policies exist to protect marginalised communities, but we lack implementation and protection mechanisms.

On the other hand, because of the mindset of the society, some key groups are considered to be vulnerable and marginalized, including (Transgender individuals, Women, Religious minorities, intersex and children and issues related to their gender, beliefs, and human rights are attributed to morality and chastity,

This indicates that the general community is not ready to accept the existence of marginalised groups in society. Gender & religious minorities face severe discrimination, social exclusion and sometimes brutal treatment by mainstream communities if they dare to come out or are labelled as one. Therefore, most marginalised members live their lives unidentified while self-stigmas stay attached to them.

Structural problems to be addressed include gender identity, acceptance, gender and human rights violations, poverty, the silence around religious beliefs in general, lack of employment and education.

Khawaja Sira Society, with the support of local partners and actors, is working to promote and protect the rights of marginalized communities in Pakistan.

The Overall outcome of the media tool kit developed would be to support the rights of Transgender individuals, Women, Religious minorities, intersex and children in Pakistan by improving approaches to doing so through media and other means of knowledge sharing, providing robust models for related programmes globally.



PURPOSE OF TOOLKIT

This tool kit aims to strengthen the capacity of civil society organisations, groups, and networks of marginalised groups so that they can individually and/or collectively speak out and challenge infringements of their human rights and health rights. This includes intolerance, discriminatory practices and laws that prevent them from realising their rights. Such a distinction is essential in building awareness, planning and implementing networking efforts, solidarity building, and advocacy and lobbying promoting the freedom of expression, movement, thought, opinion, and non-discrimination, as well as their right to equality before the law or access to justice. The programme will also work with human rights defenders, women's rights activists, lawyers, and youth organisations to create an environment that promotes and supports the rights of these marginalised groups.

OBJECTIVES

- 1.To raise awareness and enhance people's knowledge of marginalised communities' issues.
- 2.To raise the consciousness of the community on the existence and acceptability of genders and other minorities that are varied in society
- 3.To create and build allies of marginalised communities to stand and fight against human rights violations.
- 4.Eliminate conversion therapy promotion and practices.
- 5.Reduce the community's stigma and discrimination and focus on creating conducive spaces.

TARGETS

- 1.Mohallas
- 2.Communities and Allies
- 3.Local opinion leaders, teachers, religious leaders, families of victims, youths, women folk, etc. (all age groups)
- 4.Government, Concerned authority, NGO activists, CSOs and other stakeholders



CAMPAIGN STRATEGIES - FAMILY RECOGNITION

MESSAGING AND GRAPHICS

Family and Societal Issues faced by Gender Minorities

Example 1: Family Issues

MAJOR FAMILY ISSUES FACED BY GENDER MINORITIES AND PEOPLE WITH DIFFERENT EXPRESSIONS

- Family members are not accepting of their children as transgender or with other expression.
- Family members are physically and emotionally violent, often harass and stigmatising them.
- Family members are discriminatory towards them, and because of their identity status, they are deprived of their rights to property.
- Family members make suggestive statements to leave the house, and at times, gender minorities and people with other expressions are evicted from the house.
- Transgender individuals, gender minorities and people with other expressions are often forced to get married against their wish.
- Family discourage SRS and many a time come in the way or do not give consent for it.

INTERMEDIATE FACTORS

- Family members do not understand why Transgender individuals and gender minority people behave differently from others.
- Family members fear that other family members may have problems settling into marriage.
- Family members face societal stigma and reduced social status and respect.
- Transgender individuals, gender minorities and people with other expressions do not have access to legal redressed systems that protect their rights.
- Social status and position of Transgender individuals, gender minorities and people with other expression in society.



CAMPAIGN STRATEGIES - FAMILY RECOGNITION

SELECTED ADVOCACY ISSUE

- Families are not accepting of Transgender individuals, gender minorities and people with other expressions.

ADVOCACY AND CAMPAIGN GOAL

- To build a favourable family response towards Transgender individuals, gender minorities and people with other expressions.

ADVOCACY AND CAMPAIGN OBJECTIVES

- To generate greater family acceptance towards Transgender individuals, gender minorities and people with other expression.
- To draw attention to the rights of Transgender individuals, gender minorities and people with other expressions and Hijras as members of the family.
- To increase access to Transgender individuals, gender minorities and people with other expression to their rights as legitimate family members and as citizens.

EXPECTED OUTCOMES

- Transgender individuals, gender minorities and people with other expressions are accepted by their families.



CAMPAIGN STRATEGIES - FAMILY RECOGNITION

STRATEGIES

- Family Education
- Public messages
- Improve access to rights of Transgender individuals, gender minorities and people with other expression

AUDIENCES	KEY MESSAGES
Family Members	<ul style="list-style-type: none"> • Transgender individuals, gender minorities and people with other expressions need your total support and care to lead fulfilling lives. • Gender-affirming care is a well-established scientific procedure that involves counselling and ascertaining a person's sense of gender. • Forcing Transgender individuals, gender minorities, and people with another expression for conversion therapy is not a cure for gender identity, expression or behaviour. • Denial of fundamental rights is an offence punishable by the law.
Transgender Persons	<ul style="list-style-type: none"> • Transgender individuals, gender minorities and people with other expressions have rights within the family as other family members. • Legal support is available for Transgender individuals, gender minorities and people with another expression when one's rights are infringed; seeking them when needed is asserting your rights. • Create a collective effort to educate families and society on Transgender individuals, gender minorities and people with other expression.



CAMPAIGN STRATEGIES - FAMILY RECOGNITION

AUDIENCES	KEY MESSAGES
General Public	<ul style="list-style-type: none"> Raise positive visibility of Transgender individuals, gender minorities and people with other expression.
Decision Makers	<ul style="list-style-type: none"> Establish legal aid and clinic service points.

ALLIES	BUILDING ALLIANCES ADVOCACY
Human Rights Ministry & Social welfare Institutes	<ul style="list-style-type: none"> Discussions, Meetings, presentations, trainings, reports and summaries.
Donor organisations	<ul style="list-style-type: none"> Field visits, discussions, meetings and studies.
Mainstreaming units (CSOs & CBOs)	<ul style="list-style-type: none"> Support in the issuance of Government orders, letters, instructions, and best practice documents disseminated.
Media, Political figures, celebrities and legal systems	<ul style="list-style-type: none"> Promoting their engagement on issues of Transgender individuals, gender minorities and people with other expressions Endorsement on support for the cause Sensitive and respectful representation of topics related to Transgender persons.



CAMPAIGN STRATEGIES - SOCIAL INCLUSION AND SAFETY NETS

MAJOR PROBLEMS FACED BY TRANSGENDER INDIVIDUALS, WOMEN, RELIGIOUS MINORITIES, INTERSEX AND CHILDREN

- Lack of livelihood options: Lack of options due to skills and education deficit, discrimination at the workplace when on the job.
- Housing problems as a result of family problems and troubles in getting a house on rent or ownership.
- Education and skill issues: Drop out of school early, harassment and discrimination at work, limited options for competence and capacity-based skill building.
- Violence against Transgender individuals, Women, Religious minorities, intersex and children from society at a more significant level.
- Stereotyped and poor reflection of Transgender individuals, Women, Religious minorities, intersex and children in movies, media, judicial and legal redressal and public discourses and interactions.
- Exclusion from social benefits and lack of access to social identity documents.

INTERMEDIATE FACTORS

- Information about Transgender individuals, Women, Religious minorities, intersex and children in a positive light is not available, and hence, knowledge on marginalised communities is negatively portrayed.
- Education and other systems do not recognise the unique needs of children who are different or variant; children who are different fall between the crevices of education and often drop out of school.
- Vocational skills are often gendered, limiting access based on competence and interest
- Socio-cultural norms direct what jobs people should do, and when someone does not fall within the male and female roles or behaviours or fall into the Muslim religion, that person is stigmatised and discriminated.
- Transgender individuals, Women, Religious minorities, intersex and children are often in poverty; many times, they are pushed to de-humanized states of living and are forced to beg and socially unaccepted behaviours.



CAMPAIGN STRATEGIES - SOCIAL INCLUSION AND SAFETY NETS

SELECTED ADVOCACY CAMPAIGN ISSUE

- Transgender individuals, Women, Religious minorities, intersex and children are denied and unable to get civil and political rights.

CAMPAIGN GOAL

- To ensure that the civil and political rights of Transgender individuals, Women, Religious minorities, intersex and children are respected and provided through government interventions.

CAMPAIGN OBJECTIVES

- To increase the employability and competence of Transgender individuals, Women, Religious minorities, intersex and children by building livelihood skills.
- To enhance livelihood options of Transgender individuals, Women, Religious minorities, intersex and children through a campaign advocating for expanding the reach of government-supported schemes and self-employment to Transgender individuals, Women, Religious minorities, intersex and children.

EXPECTED OUTCOMES

- Transgender individuals, Women, Religious minorities, intersex and children have access to services and schemes as citizens in need of special measures for inclusion.



CAMPAIGN STRATEGIES - SOCIAL INCLUSION AND SAFETY NETS

STRATEGIES

- Promote the establishment of a special cell for Transgender individuals, Women, Religious minorities, intersex and children in line with the approved Laws.
- Collective advocacy through campaigns using multiple media and methods.
- Reframing perceptions of Transgender individuals, Women, Religious minorities, intersex and children's populations in society.

AUDIENCES	KEY MESSAGES
Government and Government departments (Social Welfare, Labour, Minorities, Ministry of Human Rights)	<ul style="list-style-type: none"> • Transgender individuals, Women, Religious minorities, intersex and children have citizen rights and should have access to all social and political services. • By providing services to Transgender individuals, Women, Religious minorities, intersex and children, the Government can be projected as socially sensitive and responsive. • The Government can learn from the experiences of neighbour countries (and other states) where Governments have made special provisions for Transgender individuals, Women, Religious minorities, intersex and children.
Banks	<ul style="list-style-type: none"> • Transgender individuals, Women, Religious minorities, intersex and children are credit-worthy and hence can become beneficiaries of loans and credits.



CAMPAIGN STRATEGIES - SOCIAL INCLUSION AND SAFETY NETS

AUDIENCES	KEY MESSAGES
General public	<ul style="list-style-type: none"> Transgender individuals, Women, Religious minorities, intersex and children are citizens who have contributed to society, and they will be able to do so only when we support them to live meaningful lives. Harassing, stigmatising and discriminating against Transgender individuals, Women, Religious minorities, intersex, and children in jobs and other activities can push them to opt for paths that are not beneficial to society.
Departments of Human Resources and Labour	<ul style="list-style-type: none"> Transgender individuals, Women, Religious minorities, intersex and children need to be considered as a special category for education, skill enhancement and employment.

ALLIES	BUILDING ALLIANCES
Like-minded advocates, Civil society forums and watch NGOs	<ul style="list-style-type: none"> Discussions to sensitise them on the issues and the needs of Transgender individuals, Women, Religious minorities, intersex and children.
Donor organisations	<ul style="list-style-type: none"> Harnessing support and commitment to specific activities.



CAMPAIGN STRATEGIES - SOCIAL INCLUSION AND SAFETY NETS

ALLIES	BUILDING ALLIANCES
Media, Political figures, celebrities and legal systems	<ul style="list-style-type: none"> Promoting their engagement on issues of Transgender individuals, Women, Religious minorities, intersex and children. Endorsement in support of the cause. Sensitive and respectful representation on issues related to Transgender individuals, Women, Religious minorities, intersex and children.
Gurus, Leaders or Superiors	<ul style="list-style-type: none"> Partnership and promotion of Transgender individuals, Women, Religious minorities, intersex and children.
Collectives of Transgender individuals, Women, Religious minorities, intersex and children	<ul style="list-style-type: none"> Leadership for increasing access to services to communities of Transgender individuals, Women, Religious minorities, intersex and children. Document, flag and bring visibility when access to services is denied. Generate Human rights violation report.
Family	<ul style="list-style-type: none"> Partnership on the cause.
Mainstreaming units' (CSOs and CBOs)	<ul style="list-style-type: none"> Support in the issuance of Government orders, letters, instruction, and best practice documents disseminated.



CAMPAIGN STRATEGIES - SOCIAL AND HUMAN RIGHTS PROTECTION

PROBLEMS OF EXCLUSION AND IMPACT ON TRANSGENDER INDIVIDUALS, WOMEN, RELIGIOUS MINORITIES, INTERSEX AND CHILDREN

- Many Transgender individuals, Women, Religious minorities, intersex and children are in need of social safety nets.
- Transgender individuals, Women, intersex and children are found begging on the streets and often perceived as a public nuisance; not having a livelihood option, they are forced to beg to earn their income.
- Limited access of Transgender individuals, Women, Religious minorities, intersex and children protection system available to deal with human right violation.

INTERMEDIATE FACTORS

- Transgenders and Hijras do not have access to social protection measures even though they may fit into the selection criteria.
- Transgenders do not hold relevant identity documents.
- Government officials are insensitive to and harass the Transgenders and Hijras and even when they do reach the services, they are likely to return without completing the purpose why they came for.

SELECTED ADVOCACY ISSUE

- Transgender individuals, Women, Religious minorities, intersex and children lack access to social protection and entitlements, increasing their vulnerability.



CAMPAIGN STRATEGIES - SOCIAL AND HUMAN RIGHTS PROTECTION

CAMPAIGN GOAL

- To persuade the State to demonstrate responsiveness to Transgender individuals, Women, Religious minorities, intersex and children and to influence governments to generate mechanisms for inclusivity of Transgender individuals, Women, Religious minorities, intersex and children in socio-political and economic empowerment processes and protections.

CAMPAIGN OBJECTIVES

- To build strategic partnerships with critical stakeholders for inclusion of TG in social protection and safety nets.
- To strengthen leadership capacities of Transgender individuals, Women, Religious minorities, intersex and children's communities to demand and successfully access services and protection.
- Increased co-ordination and collaboration among stakeholders, decision makers and Transgender individuals, Women, Religious minorities, intersex and children to mitigate and reduce vulnerability of violence.
- To institute redressal mechanisms for protection of Transgender individuals, Women, Religious minorities, intersex and children rights.

EXPECTED OUTCOMES

- Needy Transgender individuals, Women, Religious minorities, intersex and children have access at least one social protection scheme.



CAMPAIGN STRATEGIES - SOCIAL AND HUMAN RIGHTS PROTECTION

STRATEGIES

- Strategic partnership with Government for social protection for Transgender individuals, Women, Religious minorities, intersex and children.
- Make known to Government successful social protection measures that they could implement.
- Build comfort among community to demand and access social protection measures and entitlements.

AUDIENCES	KEY MESSAGES
Ministries / Departments (Social Welfare, Health, Women and Child Welfare, Rural Development, Minorities, Consumer affairs, food and public distribution, civil supplies)	<ul style="list-style-type: none"> • Social protection is a state mandate and Transgender individuals, Women, Religious minorities, intersex and children have an equal right as citizens. • Programs and schemes need to broaden inclusion criteria to expand reach to needy Transgender individuals, Women, Religious minorities, intersex and children. • Transgender individuals, Women, Religious minorities, intersex and children need to live socially productive and fulfilling lives.
General Public	<ul style="list-style-type: none"> • Transgender individuals, Women, Religious minorities, intersex and children need to live socially productive and fulfilling lives. They need your support.



CAMPAIGN STRATEGIES - SOCIAL AND HUMAN RIGHTS PROTECTION

ALLIES	BUILDING ALLIANCES
Mainstreaming units	<ul style="list-style-type: none"> Promoting their engagement on issues of Transgender individuals, Women, Religious minorities, intersex and children. Endorsement in support of the cause. Sensitive and respectful representation on issues related to Transgender individuals, Women, Religious minorities, intersex and children.
District / Administration / Local Ministries and departments and Civil society forums	<p>Active partnership to facilitate the process of social protection measures for Transgender individuals, Women, Religious minorities, intersex and children.</p> <p>One to one or group advocacy campaign;</p> <ul style="list-style-type: none"> Using media (TV and Print) and celebrities to generate visibility and sensitivity. Presentations (Evidence based), briefing notes, advocacy brief, organize discourse and dialogue. Public hearings.
Media, political figures, celebrities and legal systems	<ul style="list-style-type: none"> Promoting their engagement on issues of Transgender individuals, Women, Religious minorities, intersex and children. Endorsement on support of the cause. Sensitive and respectful representation on issues related to Transgender individuals, Women, Religious minorities, intersex and children.



GRAPHICS

*Graphics should be attention-grabbing with short, punchy text.
Use colours and pictures to your advantage to catch the attention of viewers!*

Here's an example of an infographic on human rights messages:

TITLE: STAND UP FOR HUMAN RIGHTS

SECTION 1: UNIVERSAL DECLARATION OF HUMAN RIGHTS

Did you know?

- All human beings are born free and equal in dignity and rights. (Article 1)
- Everyone has the right to life, liberty, and security. (Article 3)
- Everyone has the right to freedom of thought, conscience and religion. (Article 18)

SECTION 2: EQUALITY AND NON-DISCRIMINATION

Human rights for:

- Women's rights are human rights.
- Transgender and intersex individuals deserve respect and dignity.
- Racial equality is fundamental.
- People with disabilities and religious minorities have equal rights.
- PLHIVs have equal rights.



GRAPHICS

SECTION 3: FREEDOM FROM VIOLENCE

Break the cycle of:

- Domestic violence affects 1 in 3 women.
- 1 in 5 children experience violence.
- Human trafficking exploits 40 million people.

SECTION 4: EDUCATION AND EMPLOYMENT

Everyone deserves:

- Access to quality education for everyone.
- Fair labour conditions for everyone.
- Equal pay for equal work for everyone.

SECTION 5: TAKE ACTION

Stand up for human rights:

- Educate yourself and others.
- Support human rights organisations.
- Advocate for policy change.



CALL-TO-ACTION:

**SHARE THIS INFOGRAPHIC AND JOIN THE CONVERSATION USING
#HUMANRIGHTSFORALL**

VISUALS:

Use a mix of icons, images, and colours to make the infographic engaging and easy to understand.

COLOURS:

- **Blue** represents trust, loyalty, and wisdom.
- **Green** represents growth, harmony, and nature.
- **Orange** represents energy, creativity, and passion.

In addition, we can add **pink** and **purple** colour as it represents,

1. Empowerment and Inspiration.
2. Creativity and Imagination.
3. Women's Rights and Equality.
4. Transgender and intersex visibility, pride and support.
5. Mental Health Awareness.

FONTS:

Open Sans or Arial for clear readability.



CALL-TO-ACTION:

**SHARE THIS INFOGRAPHIC AND JOIN THE CONVERSATION USING
#HUMANRIGHTSFORALL**

ICONS:

Use simple, recognisable icons to illustrate key points.

THIS INFOGRAPHIC AIMS TO:

1. Raise awareness about human rights principles.
2. Highlight key issues and challenges.
3. Encourage viewers to take action.

FEEL FREE TO CUSTOMISE AND SHARE!



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Here are some examples of infographics:

ORGANISATION SOCIAL MEDIA HANDLES/LINKS/SITES

SOCIAL MEDIA	NAME	LINKS
FACEBOOK	KHAWAJA SIRA SOCIETY	https://web.facebook.com/p/Khawaja-Sira-Society-100066391401180/?_rdc=1&_rdr#
	PEHCHAN COLLECTIVE	https://www.facebook.com/share/16B95Nt6az/
INSTAGRAM	KHAWAJA SIRA SOCIETY	https://www.instagram.com/khawajasirasociety/
	PEHCHAN COLLECTIVE	https://www.instagram.com/pehchancollective/
YOUTUBE	PEHCHAN COLLECTIVE	https://youtube.com/@pehchancollective?si=wffdWxV_wx0G1qAf
WEBSITE	KHAWAJA SIRA SOCIETY	https://khawajasirasociety.org.pk/
TWITTER	KHAWAJA SIRA SOCIETY	https://twitter.com/KhawajaSira



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TWEETS

This section includes sample tweets that toolkit users can consider and write and design posts/tweets per their needs. Be sure to include relevant hashtags in the posts/Tweets.

SAMPLE POST:

Khawaja Sira Society attended a key meeting with WISE and stakeholders to advance research on the Constitution of Women Domestic Workers and Unpaid Care Work. This research is vital for acknowledging women's contributions and highlighting their rights and challenges.

#womenrights #humanrights #domesticworkersrights

- https://x.com/KhawajaSira/status/1841822599279493476?t=4pmlYuY__VEneykqBM8lOg&s=08
- <https://x.com/KhawajaSira/status/1841821738503442907?t=sGnBHY1lIW9X6Wc2GNoRPw&s=08>
- <https://x.com/KhawajaSira/status/1841819676197732756?t=TmUoP3CFB737vlyZkxMykQ&s=08>



INSTAGRAM POSTS

This section includes sample posts that toolkit users can consider, write, and design according to their needs. Be sure to include relevant hashtags in the post.

SAMPLE POST:

Khawaja Sira Society completed a workshop with the collaboration under the umbrella of the Amman Rang project on embracing gender diversity and social cohesion at Faisalabad. It was an incredible experience filled with meaningful discussions and empowering activities. Thank you to everyone who participated and contributed to making our community more inclusive. Together, we are stronger!

#DiversityAndInclusion #SocialCohesion #FSBD

- <https://www.instagram.com/p/C9CO0G8CN3E/?igsh=MTAxemtINDVuanBzeg==>
- <https://www.instagram.com/p/C95eNdciufL/?igsh=dTUlaGVizmhnbGNx>
- <https://www.instagram.com/p/DATDULDC7Ws/?igsh=MWhvY2VjamluMGh2MQ==>



FACEBOOK POSTS

This section includes sample posts that toolkit users can consider, write, and design according to their needs. Be sure to include relevant hashtags in the post.

SAMPLE POST:

Rahnuma-FPAP and Khawaja Sira Society continue this role for FP2030, with significant support from CSO partners. Over the years, we, as partners, have worked diligently to advance family planning initiatives and contribute meaningfully to the FP2030 framework.

In our ongoing commitment to support the government in fulfilling FP2030 obligations, we actively contributing in CSO partners forum and in consultations. We are delighted to announce the Ministry of National Health Services, Regulations & Coordination Islamabad drafted the national action plan with support of CSO partners to contribute in FP2030 framework, also the consultative process was concluded with some Law & Justice Commission of Pakistan recommendations to move forward with improved quality and accessible services.

Family Planning 2030

#CommunityEmpowerment

#SRHR

- <https://www.facebook.com/share/p/5XdHZtkpSTSk8te7/?mibextid=WC7FNe>
- <https://www.facebook.com/share/p/bDb9mtPJsWhmyjoY/?mibextid=WC7FNe>
- <https://www.facebook.com/share/29UGFsuQhsFwknKU/?mibextid=WC7FNe>
- <https://www.facebook.com/share/p/SyorcHKEz6CRmwWj/?mibextid=WC7FNe>
- <https://www.facebook.com/share/p/9jxMTpkomAZddJSY/?mibextid=WC7FNe>



SOCIAL MEDIA TOOLKIT TEMPLATE: INSERT YOUR OWN CONTENT HERE

[INSERT TARGET AUDIENCE] Social Media Handles

Make things easier for your advocates! Include the social media handles of relevant contacts here, such as the Twitter handles of legislators, reporters, and other stakeholders, Facebook page handles of relevant bodies, organization of government institutes.

NAME	ASSOCIATION OR DEPARTMENT NAME	SOCIAL MEDIA HANDLE
Minister Name	Human Rights Ministry	https://www.facebook.com/Human.Rights.Punjab?mibextid=kFxxJD
[INSERT NAME]	[INSERT ASSOCIATION NAME]	[INSERT SOCIAL MEDIA HANDLE]
[INSERT NAME]	[INSERT ASSOCIATION NAME]	[INSERT SOCIAL MEDIA HANDLE]
[INSERT NAME]	[INSERT ASSOCIATION NAME]	[INSERT SOCIAL MEDIA HANDLE]
[INSERT NAME]	[INSERT ASSOCIATION NAME]	[INSERT SOCIAL MEDIA HANDLE]
[INSERT NAME]	[INSERT ASSOCIATION NAME]	[INSERT SOCIAL MEDIA HANDLE]
[INSERT NAME]	[INSERT ASSOCIATION NAME]	[INSERT SOCIAL MEDIA HANDLE]



THE EXPECTED RESULTS OF CAMPAIGN:

Social media campaign focused on rights of Transgender individuals, Women, Religious minorities, intersex and children rights, can have various expected results, both positive and challenging. Here are some potential outcomes:

POSITIVE OUTCOMES:

- 1. Increased awareness:** Social media campaigns can educate people about the struggles and challenges faced by marginalized communities, fostering empathy and understanding.
- 2. Community building:** The campaign can create a sense of belonging among community members, providing a platform for sharing experiences and supporting one another.
- 3. Advocacy and activism:** The campaign can mobilise people to take action, sign petitions, and participate in advocacy efforts, pushing for policy changes and social reform.
- 4. Amplifying marginalised voices:** Social media can provide a platform for marginalised individuals to share their stories, promoting representation and visibility.
- 5. Fundraising and resource mobilisation:** Campaigns can raise funds and mobilise resources to support organisations working with marginalised communities.



CHALLENGING OUTCOMES:

- 1. Backlash and trolling:** Campaigns may face online harassment, hate speech, and trolling from those opposing human and minority rights.
- 2. Polarization:** Social media campaigns can sometimes reinforce existing divisions rather than bridge community gaps.
- 3. Sensitivity and cultural appropriation:** Campaigns may unintentionally appropriate or exploit marginalised cultures or use insensitive language or imagery.
- 4. Overemphasis on individual stories:** Focusing solely on individual stories may overshadow systemic issues and policy changes needed to address human rights violations.
- 5. Lack of tangible impact:** Without clear goals, strategies, and follow-up actions, campaigns may not lead to meaningful, long-term change.

SPECIFIC RESULTS FOR:

TRANSGENDER AND INTERSEX INDIVIDUAL'S RIGHTS:

- Increased visibility and representation of transgender individuals.
- Promotion of inclusive policies and laws.
- Reduced stigma and discrimination.
- Support for transgender-led organisations and initiatives.



RELIGIOUS MINORITIES:

- Raised awareness about persecution and discrimination.
- Promotion of interfaith dialogue and understanding.
- Advocacy for policy changes and protections.
- Support for organisations working with religious minorities.

HUMAN RIGHTS, INCLUDING CHILDREN AND WOMEN:

- Education on human rights principles and international law.
- Promotion of universal human rights values.
- Advocacy for policy changes and accountability.
- Support for human rights defenders and organisations.
- Advocacy on Protection system to address violence.
- Advocacy and Education on child laws and policies.

To mitigate potential challenges and maximise positive outcomes:

1. Collaborate with marginalised communities and involve them in campaign planning and execution.
2. Set clear goals and strategies for the campaign.
3. Use inclusive language and imagery.
4. Monitor and respond to online harassment.
5. Provide resources and support for marginalised individuals and organisations.
6. Evaluate campaign impact and adjust strategies accordingly.



By being mindful of these factors, social media campaigns can effectively promote human rights, including child and women rights, transgender and intersex rights, and religious minority rights, leading to greater awareness, advocacy, and positive change.



Collaborative Partners:

