

AMPLIFYCHANGE

LEARNING AND SHARING SUMMIT 2025

Communications and Reach Presentation

(South Africa, Cape Town, 05 March 2025)

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Planned objective

What key insights or results are anticipated for RWVL's social media visibility.

Increased Audience Engagement & Reach

- ☐ Growth in followers and post interactions across platforms.
- ☐ Higher engagement through reels, live sessions, and community-driven content.

Elevated Grassroots Voices

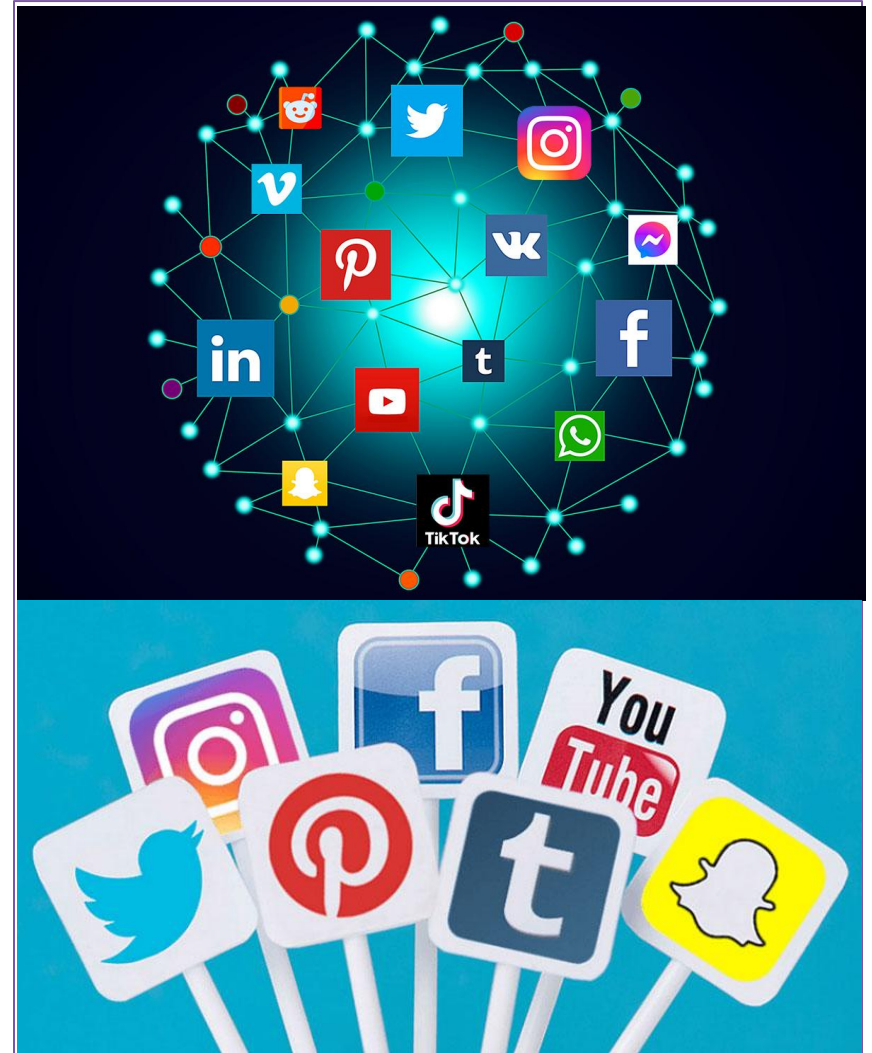
- ☐ Increased visibility for women's rights and advocacy efforts.
- ☐ Amplified storytelling featuring community changemakers and lived experiences.

Trendsetting & Thought Leadership

- ☐ TGPSA as a RWVL grantee, shaping online conversations on gender equality and social justice.
- ☐ Viral campaigns and strategic partnerships with influencers and media outlets.

Data-Driven Insights & Impact Measurement

- ☐ Increased website traffic and engagement analytics from social media. (Incorporating the blog site to the website)
- ☐ Expanded reach through multilingual and culturally inclusive content.



PARTNERS AND NETWORKS

Do you plan to work with other VCSA grantees? If so, which ones?

New Heritage Foundation (Cape Town)

- ☐ Joint advocacy on Sexual and Reproductive Health and Rights (SRHR) for women and girls.
- ☐ Media campaigns aimed at GBV and SRHR awareness and access to services.

Incema NPO (KwaZulu-Natal)

- ☐ Strengthening initiatives on child sexual violence prevention in schools.
- ☐ Advocacy for safe learning environments through policy engagement.

Sisonke National Sex Workers Movement (National)

- ☐ Legal empowerment for sex workers facing discrimination and violence.
- ☐ Joint advocacy on human rights protections for marginalized groups.



Will you build networks or alliances through your social media activities? If so, with whom?

Civil Society & Advocacy Groups

- ☐ Partnering with women's rights organizations, GBV activists, and legal empowerment groups to amplify advocacy efforts.
- ☐ Engaging with GBV & SRHR networks to share resources and drive collective action.

Media & Influencers

- ☐ Working with journalists, feminist influencers, and grassroots storytellers to raise awareness on GBV, legal rights, and SRHR.
- ☐ Leveraging digital platforms to highlight survivor stories and push for policy change.

Youth & Community Leaders

- ☐ Strengthening engagement with youth movements advocating for gender justice.
- ☐ Collaborating with traditional and community leaders to challenge harmful norms through online dialogues.



Expected Impact

What impact do you expect your social media activities to have?

Amplify Grassroots Voices

Elevating stories and lived experiences of women and marginalized groups to influence policies and societal attitudes.

Drive Advocacy & Action

Mobilizing communities, policymakers, and stakeholders to challenge GBV, advance legal empowerment, and protect human rights.

Expand Reach & Influence

Strengthening TGPSA's visibility as a leader in grassroots advocacy, building strategic partnerships, and engaging wider audiences.



Followers	Current- RWVL	Target –RWVL
Facebook	894	1394 500
Twitter	930	1130- 200
Tik-Tok	53	250- 197
YouTube	8	50- 42
Instagram	441	591- 150

Likes	Current- RWVL	Target- RWVL
Facebook	799	1100- (301)
Twitter	3498	5000- (1502)
Tik-Tok	33	100- (77)
YouTube	22	60- (38)
Instagram	1332	1500- (168)

Impressions	Current	Target
Facebook	303	500
Twitter	111	500
Tik-Tok	34	100
YouTube	11	50
Instagram	209	500

Anticipated Challenges

What challenges do you anticipate facing? How do you plan to overcome them?

☐ **Growing Backlash Against Human Rights**

Right-wing influence on platforms like X (Twitter) may suppress advocacy efforts.

Solution: Diversify platforms, use encrypted channels, and strengthen community-driven narratives.

☐ **Misinformation & Online Harassment**

False narratives and targeted attacks on activists.

Solution: Implement fact-checking mechanisms, digital safety training, and crisis response strategies.

What lessons do you expect to learn?

- ☐ Effective ways to navigate digital suppression and right-wing control.
- ☐ Strategies to enhance engagement while safeguarding activists and survivors.

How do you plan to apply the lessons learned?

- ☐ Strengthening alternative communication channels and partnerships.
- ☐ Adapting advocacy tactics to be more resilient against online censorship and misinformation.

NEXT STEPS

What will be your key priorities moving forward

Expanding Digital & Traditional Media Presence

Strengthening grassroots storytelling while countering misinformation. We have also recently added a blog category on our organization's website.

Building Strategic Alliances

Collaborating with partners like New Heritage, Incema, Grit, Rasta Community Movement, and Sisonke to amplify social and traditional media impact.

Addressing the Growing Backlash Against Human Rights

Developing strategies to navigate challenges on right-wing-controlled platforms like X (Twitter).

Enhancing Legal Empowerment on GBV

Providing accessible Online legal support and advocacy for survivors of GBV and affected communities.