



# Communication Guidance

2019



# Communication as a key player in feminist activism

As activists, feminist organisations take part of a great network. When we link with each other and we form alliances, we boost our political actions. Organising our means of communication is also part of the strategy we implement to transform realities. It is essential to think strategically about the external communication of our organisations in order to broaden our reach and our advocacy capacities and at the same time, to protect ourselves from potential risks.

## Social media

The digital world provides for a variety of resources and platforms that allow us to spread massive messages like we had never even imagined. Each social media channel has its own purpose and language. If these tools are used strategically, our actions can become more visible.

Users are distinguished in the social media world due to their interaction with other users. It is important to bring about interaction in social media; give “likes” and “share” those publications made by other organisations whenever they match or relate to the types of messages we want to convey.

The main channels used by Women's Fund from the South [FMS] are the following:

**1. Facebook** (14,600 followers)

**2. Instagram** (2,300 followers)

**3. Twitter** (1,500 followers)

We also have a **YouTube** channel called *Fondo de Mujeres del Sur* [Women's Fund from the South], which serves as a filing system of all the videos we produce. In such channel, there is a reproduction list of the Programme Leading from the South, where all the videos produced up to now are loaded. We invite you to access and watch them!

## Hashtags use:

If you make a publication which is related to the project funded by Leading from the South, you may use the following hashtags when appropriate:

[#LiderandodesdelSur](#)

[#LeadingFromtheSouth](#)

[#FondodeMujeresdelSur](#)

## Content publication:

From the FMS we are interested in publicising your advocacy actions so as to make your voices heard louder. Even though we cannot replicate the extensive and rich material that the 37 supported organisations produce and publish in their own social media channels, we are committed to publishing in our media channels news related to the Leading from the South Programme once a week. Some of the publications we make are related to the following:

- 1. Institutional publications:** these include information related to the Programme and its development (dissemination of meetings, events, campaigns, informative videos, etc.)
- 2. Advocacy publications:** dissemination of concrete actions conducted by the organisations within their territories, including publications (research, books), organisation and participation in events, exchanges, etc.
- 3. Publication of warnings and emergency situations:** critical situations that involve feminist emergency situations which need to be supported and disseminated (statements, notices, complaints, etc.)

## Procedure

In order to prepare the publications together with the members and the activists, we will get in contact with the member organisations before making the posts in the social media channels of the FMS so as to prepare together the content which is going to be published. Specifically, in those cases in which we use photographs and audio-visual material produced by the FMS, we will send you a draft copy of the publication so that you share with us relevant suggestions. Moreover, once the publication is made, the links will be shared with all members. This procedure will not be used whenever we share a post which was previously uploaded by the organisations themselves. We will try to make all the supported organisations equally visible through our publications.

**Note:** The member organisations can always make suggestions regarding the publications in our social media channels in which their organisation is mentioned or in which there are pictures of its members. Should we publish some kind of content with which you are uncomfortable, which contains some error of any kind, or which does not follow the communication guidelines mentioned at the end of this document, please, feel free to contact us directly! We will modify or eliminate the publication if it is necessary.

Please, let us know about those concerns and suggestions via email to <mailto:redes@mujeresdelsur.org>, through WhatsApp to +57 315 3400695, or through the member of FMS with whom you have the closest relationship.

Whenever the FMS takes pictures of the organisations, we will share the material so that you can use it. If we fail to do so, because we forgot to do it or due to lack of time, please do not hesitate to request it (through the contacts mentioned above), and we will be pleased to share them with you.

## Submitting photographic, audio-visual or other type of material

We believe it is of utmost importance to keep a direct channel and link between the referents of the projects and/or the people specifically appointed to conduct communication tasks. Therefore, we ask you to send us the photographic and audio-visual material of your activities if you wish to. We love to see you in action! Also, let us know if your organisation or some of its members are in the media or in other visible forums. The goal is to have access to the images of the events and the actions the organisations hold and perform in order to subsequently replicate your messages. This material is also useful when it comes to informing the donor about the activities you carry out.

*For instance: workshops and meetings preparation, participation at national/international events (meetings, conferences), demonstrations, exchanges between organisations, publications of your authorship (books, research papers). And anything else you would like to share with us!*

**Staff in charge.** The FMS will appoint a person, who will receive this type of material (currently **María Verónica Graciani** is in charge, e-mail [redes@mujeresdelsur.org](mailto:redes@mujeresdelsur.org)), who will also provide support regarding communication and social media aspects (posts, adaptability, resources, etc.)

This person will get into contact with the member organisations in order to establish this communication channel. This person will constitute the facilitating support channel and will look for different paths to make processes more expedite and will adapt to the communicational needs of each of the organisations. In case the member organisation does not have a woman in charge of communications, we suggest that you appoint one so that she can act as a link.

## Security comes first

Even though it is important to make our actions visible, the security of the activists and allies always constitutes a priority. This is something that may vary according to the contexts and topics but taking into consideration the current framework of regression of rights we are undergoing we believe it is an aspect that has to be considered when implementing any communication strategy.

For this reason, in the III Regional Meeting of Member Organisations of Leading from the South in Latin America and the Caribbean we included a session on **feminist digital security**. We encourage you to share its content with the members of your organisations or consortium. Also, we will upload to the **Caja de Herramientas** [Toolbox] a file with more material on this topic and we will think of other strategies so as to keep on diving into this issue.

**Note!** If your organisation does not want to appear in none/some of the publications made by the FMS for security issues, please, do not hesitate to let us know about it through any of the contacts previously mentioned or through any members of the FMS with whom you have a close relationship.

## Logos use policy

How and when to use the FMS and the Leading from the South (LDS) Programme logos? Although the use of the logos is not mandatory, we do encourage you to include them in communication elements such as flyers of invitations to events or publications (research and books, for instance.) Sometimes it is even useful for organisations to include them in order to show that their activities are supported by other organisations. If you use them, you must follow these **three basic rules**:

1. Logos only must be used for communication materials **directly linked to the activities related to the project** which is supported by the Programme. Do not use the logos to send communications that do not relate to the goals of the project.
2. Always use the logo under the terms **“Support”**, “with the support of”, or the like (due to the context we live in, it is better to avoid the word “Finance” or similar terms.) **It should not lead to believe that FMS or LSD are co-organisers** of the activities.
3. **Never use the logos in statements related to:** politics/activists, manifests, pronunciation speeches, letters, opinions, etc. In order to do so, you must always have the **express support** of FMS.

When in doubt, before using the logos, send the enquiry to the following e-mail

[liderando@mulheresdelsur.org](mailto:liderando@mulheresdelsur.org)

or to

[redes@mulheresdelsur.org](mailto:redes@mulheresdelsur.org).

Examples of situations in which the logo/s is/are correctly used:

**SILVIA FEDERICI**  
**EM SALVADOR**

**07/10, DAS 17H30 ÀS 20H30**

**CONFERÊNCIA**  
“A caça às bruxas como instrumento da colonização patriarcal e racista na América Latina”

Debatedoras

 Carolina Rocha  Vilma Reis

Instituto de Biologia/UFBA  
Rua Barão de Jeremoabo, 625 - 665 | Campus Ondina  
ENTRADA FRANCA

Realização

   

Apoio

  

  





Lanzamiento del informe:

# RETOS Y OPORTUNIDADES

de las instituciones encargadas de cerrar la brecha de desigualdad entre hombres y mujeres en América Latina: una mirada a través de la transparencia

16 de julio de 2019  
3:30 pm  
Hotel Embassy Suites  
Cl. 70 #6-22, Bogotá

*humanas colombia*  
Centro Regional de Derechos Humanos y Justicia de Género



## EXPOSITORAS

**LUZ PIEDAD CAICEDO**

Subdirectora de Humanas Colombia

**LORENA FRIES**

Directora de Humanas Chile

**FLOR DIAZ**

Experta por Colombia en el Mecanismo de Seguimiento a la Convención de Belém do Pará- MESECVI OEA

Con el apoyo de



**CONFERENCIA**

*Militarismo y belicismo en la violencia contra las Mujeres*

**PAREN LA GUERRA CONTRA LAS MUJERES**

**INVITADA**

*Rita Laura Segato*

ANTROPÓLOGA Y FEMINISTA ARGENTINA

**FECHA: VIERNES 13 DE ABRIL DE 2018**  
**HORA: 4:00 PM**  
**LUGAR: AUDITORIO CLAUSTRO SAN IGNACIO**  
**PLAZUELA SAN IGNACIO**  
**CRA 44 #48-18, MEDELLÍN**

APOYA



LIDERANDO  
DESDE  
EL SUR



FONDO DE  
MUJERES  
DEL SUR

INVITA



Observatorio  
de Femicidio  
Colombia

The following versions of the logo are allowed (they will be sent to you by e-mail):



## General communicational guidelines

- Advancement of women and LGBTIQ+ people organised as change agents. Notices showing women and LGBTIQ+ as victims with no possibility to aspire to changes will be avoided. Their visibility as key transformation agents will be prioritised through the collective organisation without neglecting the vulnerability and discriminating context they live in. People will be shown in action, empowered and preferably in collective situations.
- Communications with no stereotypes, free of violence and discrimination.
- Inclusion of different views, actions and opinions of member organisations. Working together with member organisations to make their voices and demands heard louder taking into account their own backgrounds. Whenever possible, we will try to have the approval of member organisations in order to publish content about them.
- Construction of meanings that contribute to achieve gender equality.
- Use of inclusive and non-sexist language.



 [leadingfromthesouth.org](http://leadingfromthesouth.org) | [www.mujeresdelsur.org](http://www.mujeresdelsur.org)  Fondo de Mujeres del Sur  
 [liderando@mujeresdelsur.org](mailto:liderando@mujeresdelsur.org)  [fmujeresdelsur](https://twitter.com/fmujeresdelsur)  [fmujeresdelsur](https://www.instagram.com/fmujeresdelsur)  
 Argentina: +54 351 4717173 | Paraguay: +595 981 101 822 | Uruguay: +5982 99 132 724