INTRODUCTION

Our world is made up of stories. They inform the way we think about our fellow citizens and shape the way we treat them – in policy and action. Stories can inspire empathy, challenge beliefs, and ultimately advance the movement for gender equality.

Often, the narrative is shaped by whoever tells the story first. For too long, women have not had representation on the platforms that set the agenda – but girls’ and women’s stories need to be heard. That’s why we want you to tell the stories of women in your community.

For International Women’s Day on March 8 and Women’s History Month, we are challenging you and your Club members to interview inspiring women in your community and share (with their permission) their stories on social media by using #EqualEverywhere and #GirlUpStories and tagging @girlup (Twitter) and @girlupcampaign (IG).

Join us to develop your storytelling skills, empower women around you, and take your activism to the next level. Because we won’t stop until girls and women are #EqualEverywhere.

Head to Clubs.GirlUp.org/Storytelling to complete the challenge.

THE CHALLENGE

There is a lot to learn from women who have blazed the trail to advance gender equality. These women are the ones you encounter every day. They have built their careers and dedicated their lives to the betterment of girls and women in their communities.

We want you to interview and photograph a woman taking the lead in your community and share it on your Club’s IG page or write a blog post for the Girl Up community.

Be sure to tag Girl Up since we’ll be resharing the stories to honor everyday women making a difference.
IDEAS TO GET STARTED

Below are ideas to get you and your Club started using our storytelling tools:

BUILDING NARRATIVE
Make a plan with your Club members to brainstorm women to interview—this could be a favorite teacher, a librarian, a doctor, or someone who works in your local government.

Once you’ve selected women that you’d like to honor by amplifying their voices, use our Building Narrative for Activists video to begin shaping the narrative of your interview. When determining what questions to ask, remember to follow Lauren’s story structure by asking yourself why, who, what, and how?

PHOTOJOURNALISM
Create a photo essay with 3-5 images to be featured in your school, at a local community center, or even on your Club Instagram page.

Choose images that celebrate the women in your community. Share on social using #EqualEverywhere. Looking for more tips on getting started with photojournalism? Use our Photojournalism for Activists video as a blueprint.

SOCIAL MEDIA
Build your own social media campaign that honors the inspiring women in your community with your Club and get all your members involved.

Be sure to include #EqualEverywhere and #GirlUpStories tag Girl Up in your posts. To get started, check out our Social Media for Activists video as a guide.

CHALLENGE CHECKLIST

☐ WATCH OUR STORYTELLING VIDEOS ON OUR YOUTUBE CHANNEL
☐ TAKE PHOTOS OF YOUR CLUB WORKING ON THE CHALLENGE AND TAG GIRL UP ON IG & TWITTER
☐ SUBMIT YOUR ACTIVITY REPORT
Voices of Women and Girls: The Facts

Everyone has a story to tell, but most of the stories we hear today aren’t told by women. It is time for the voices of girls and women to be amplified. Breaking barriers is no easy task, but there is work to be done:

Across the globe, men are retweeted almost twice as often as women, according to Adweek.

Books written by women are marked down in price by an average of 45% in comparison to male authors.

Only 1% of films employed 10 or more women in key behind-the-scenes roles.¹

Only 6.6% of the highest-grossing films have been directed by women.²

In the UK, only 11% of creative directors at top ad agencies are women.³

Despite gender inequalities in their offline life, women use social media as a tool to connect. In Pakistan, for example, women have more followers on Google+ and Twitter than their male counterparts, according to a study by the Qatar Computing Research.⁴

Women photographers are less likely to be employed by a large media company (7%) compared to men (22%), and once employed, they are less often given assignments that would lead to recognition to advance their careers.

On average, women represent 35% of the speakers in international conferences.⁵

Men dominate 75% of conversations in decision-making groups according to the American Political Science Review.⁶

Only 24% of photographers represented by talent agencies are women.

Only 40% of artists represented by commercial galleries in Australia are women, 30% in the US, 40% in China, and less than 20% in Germany.⁷

Roughly half of the women journalists from 50 countries surveyed said that they faced a range of physical and verbal abuse in the course of their work.

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Storytelling Definitions
A few key terms you will need to know to get started.

**Agenda setting:** The influence that media and the arts has on public discourse.

**Audience:**
The group of people who will be influenced by the story.

**Clickbait:**
Content intended to attract attention and drive traffic to a web page, oftentimes with a misleading hook or headline.

**Hook:**
An attention-grabbing device to keep the audience engaged.

**Media Representation:**
The portrayal of a person or group of people in news, music, and other media, influenced by the ideological and value judgments on their communities, experiences, ideas, or topics explored.

**Narrative:**
The way a story is framed or given context.

**Primary source:**
First-hand accounts of a topic, from people who had a direct connection with it.

**Propaganda:**
Information, especially of a biased or misleading tone, used to promote or advance a political cause or point of view.

**Secondary source:**
Generally, a scholarly book or article, which interprets the primary source. It may contain pictures, quotes, or graphics from a primary source.

**Spin:**
A form of propaganda that manipulates information to influence the way a story is perceived or interpreted.

**Stereotype:**
A widely held, but fixed and oversimplified image or idea or a person, place, or thing.

**Universal theme:**
A common idea that can be applied broadly, regardless of individual cultural differences, or geographic location.
References

Always give credit where credit is due!

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