

SOCIAL MEDIA CAMPAIGNS FOR WOMEN EMPOWERMENT AND GENDER EQUALITY, CYBERFEMINISM ONLINE BRINGING CHANGE OFFLINE

¹Gayatri Rai

¹Assistant Professor,

¹Amity School of Communications,

¹Amity University, Jaipur, India

Abstract: With the Internet, comes the post-modernism feminist activism that is Cyberfeminism i.e. feminist activism on online media. Gradually cyberfeminism became an umbrella term for feminist communications. Internet provided a free space for the communication and dissemination of information. Social worker and feminist activists used the cyberspace and social media to foster their activism, making communities with shared interest, sharing the information, joining hands in efforts across globe. Gradually seeing the reach of social media, freedom to speak, with no barriers of region, even language, caste, religion, traditions, made the Facebook, Twitter, LinkedIn, YouTube, Instagram, Blogs become a tool if not the most favourite tool for communication. Recent studies, researches and data showed this trend in cyberfeminism activities. It is a global phenomenon. The unique characteristic of social media is its capacity to bring networking and virality. This paper wishes to analyse and explore the role of social media in women empowerment and gender equality. Research methodology will be case studies and content analysis. The content will be taken from Facebook, blogs and twitter and hashtag related to this topic. Case studies will be chosen across globe from the time period from 2012 to 2017. With the analysis of case studies of online social media campaigns for women empowerment the role of social media can be understood.

Index Terms – Feminism, Cyberfeminism, Online campaigns, women empowerment, gender equality

1. INTRODUCTION

Women empowerment, gender equality are the subjects as old as this world is. Questions kept on changing answers kept coming slowly or faster, but these two subjects never became out of trends or obsolete, although it is sad to write. As society changes, world developed the feminist issues also changed. The study of the first wave, second wave, third wave of feminism shows how feminism grown and extended in its reach. In post feminism, cyberfeminism came as a revolutionary change in communication. New technologies, Internet, social media changed the world, communication and networking. Cyberfeminism also adopted these new technologies and given a new name and height to the feminism.

1.1 Violence against women

Violence against women and girls is a grave violation of human rights. Its impact ranges from immediate to long-term multiple physical, sexual and mental consequences for women and girls, including death. Cyberfeminism, In mid-1990 third wave of feminism informed by post-colonial thinking, deconstruct many stereotypes and presented the bold and strong image of women. (History & Theory of Feminism) (1). It negatively affects women's general well-being and prevents women from fully participating in society. Violence not only has negative consequences for women but also their families, the community and the country at large. It has tremendous costs, from greater health care and legal expenses and losses in productivity, impacting national budgets and overall development. (UN Women webpage, Ending Violence against Women) (2) Challenges remain however in implementing these laws, limiting women and girls' access to safety and justice. Not enough is done to prevent violence, and when it does occur, it often goes unpunished. (3)

Kofi Anna, secretary general OF THE United nations, declared in a 2006 report posted on the United Nations Development Fund for Women (UNIFEM) website that, "Violence against women and girls is a problem if pandemic proportions. At least out of every three women around the world has been beaten, coerced into sex or otherwise abused in her lifetime with the abuser usually known to her." (women peace and security.pdf) (4) Ban Ki-moon, UN secretary- General explained in his words: Violence against women and girls is a human rights violation, public health pandemic and serious obstacle to sustainable development. It imposes large scale costs on families, communities and economies. The world cannot afford to pay this price." (5) As per Wikipedia, "Violence against women also known as gender-based violence, is collectively, violent acts that are primarily or exclusively committed against women. This type of violence is gender based, meaning that the acts of violence are committed against women expressly because they are women.

(WikiVividly) (6) One of the major challenges to efforts to prevent and end violence against women and girls worldwide is the substantial funding shortfall. As a result, resources for initiatives to prevent and end violence against women and girls are severely lacking. Good Shepherd Mission, Malaysia, International Day for the Elimination of Violence against Women (7) From 25 November through 10 December, Human Rights Day, the 16 Days of Activism against Gender-Based Violence aim to raise public awareness and mobilizing people everywhere to bring about change. This year, the UN Secretary-General's UNiTE to End Violence against Women campaign invites you to "Orange the world," using the colour designated by the UNiTE campaign to symbolize a brighter future without violence. (8)

1.2 United Nations Secretary General campaign, Unite to END VIOLENCE AGAINST WOMEN

Unite launched in 2008, by United Nations Secretary General's to end the violence against women. This campaign is aimed to raise public awareness and to increase political will and resources for preventing and ending all forms of violence against women and girls in all parts of the world. They decided to celebrate the day 25th of every month as ORANGE DAY, UN women also launched an app to promote support for this campaign. Unite campaign hosted global Tweetathon, Follow @SayNO Unite and the Hashtag#OrangeDay.

1.3 Definitions

Before discussing the role of social media campaigns on women empowerment, gender equality and to stop violence against women, it is necessary to define the feminism, feminist and meanings of e-activism or online activism, online campaigns etc. Feminism means women to embrace their sexual difference and for men to give women access to the political rights and the economic opportunities they deserve. Women must seize their own liberation through enlightenment and be recognized in the public sphere as human beings distinct from men but equal to them. Feminist means any male, female to others who support feminism. Cyberfeminism means cyberfeminists have the desire to research, theorize, work practically, and make visible how women (and others) worldwide are affected by new communications technologies, technoscience, and the capitalist dominations of the global communications networks, they must begin by clearly formulating cyberfeminists' political goals and Cyberfeminists need to declare solidarity with transnational feminist and postcolonial initiatives, and work to use their access to communications technologies and electronic networks to support such initiatives. (9) Thus, the territory of cyberfeminism is large. Cyberfeminism is also a struggle to be increasingly aware of the impact of new technologies on the lives of women, and the insidious gendering of technoculture in everyday life. Finally, cyberfeminism must radically expand the critique concerning the media hype about the "technoworld." In other words, elements of social stratification are reflected and replicated in cyberspace. (10)

Activism has always been based around networks and networking however since the development of 2.0, the internet has become a popular platform for those with causes to make their voices heard (Gurak & Logie, 2003). Cyberactivism is a politically motivated movement relying on the Internet which is comprised of proactive actions with the aim of reaching a common goal, or a series of actions that work against controls and authorities (Vegh, 2003). In general, Cyberactivism falls into three different categories: awareness/advocacy; organization/mobilization; and action/reaction. (Vegh, 2003). (11) (12)

In their #FemFuture report, the result of a 2012 conference on online feminism, Courtney Martin and Jessica Valenti (13) These forums began as simple websites and developed into communities of hundreds of thousands of people who needed a platform to express themselves. They found it on the Internet. As years went by, social technologies began to evolve into a robust, diverse field of web-based tools and platforms. YouTube allowed for vlogging, or "video blogging"; Twitter and Tumblr, or "microblogging," allowed for easier and even more immediate sharing capabilities. Today, this evolution of online technologies has produced thousands of activists, writers, bloggers, and tweeters across the globe who live and breathe this movement, engaging their audience every day in the name of equality. (14)

Such was the expectation. As Sadie Plant predicted in her 1997 cyberfeminist call-to arms, Zeros and Ones: Digital Women & the New Technoculture, "just as machines get more intelligent, so do women get more liberated." Or, as an Australian women's art collective declared more extravagantly in its 1991 Cyberfeminist Manifesto for the 21st Century, "We are the virus of the world disorder, rupturing the symbolic from within, saboteurs of big daddy mainframe." (15)

Sites such as DigitalEve, GirlIncorporated and Webgrl International celebrate women's involvement in the field of information technology and encourage all women to make use of it in any way that may be helpful to them and to feminist causes. DigitalEve, on the other hand, which is feminist in a more meaningful sense insofar as it aims to information technology in the service of feminism, characterizes itself as a "global" organization, by which it means that it has chapters in the US, Canada, the UK, and Japan. I point this out in order to suggest that in much of the cyberfeminist world, as in much third wave and second wave feminism generally, the first world, perhaps unwittingly, stands in for the world as a whole. (16)

A major premise of Royal's study is that if women do not become more involved in online representations they will be subjected to the representations of women similar to those in print publications. Royal is able to tackle the subject in a comprehensive and stimulating way. Royal argues that analysis shows that: 'the Internet provides an important venue for women to create their own spaces and discourses around technology' (p102). The book highlights the fact that without women as developers and innovators who drive technology, their voices will be missing. Royal achieves her aim and answers the four main research questions in an insightful

and novel way. The book advances an understanding of the field of women's representation, usage of technology and relationship with Internet technology. (17)

2. Objective

The objective of this paper is to analyse the use of social media for the causes of feminism. How the feminists are using social media as a sole tool of feminism or one of the tool of communication for the concerns of feminism. How online campaigns for feminist issues are making changes in society and world around. To view that is this trend local only or national or global trend.

3. Research methodology

The research methodology explanatory, analytical in nature, content analysis and case studies. The content has been taken from books, peer reviewed research papers, articles published in journals and from Facebook pages, Tweets, hashtag and You Tube, blogs. Case studies has been taken to understand the subject.

4. Literature Review

Cyberfeminist Theories and the benefits of teaching Cyberfeminist by Maya Zalbidea Paniagua, Camila Jose'cel University of Madrid, Spain - In cyberfeminism website intersubjectivity works among feminists to promote the idea that every woman is different and deserve respect and freedom. In cyberfeminism, new media art and cyberfeminism projects the writer and participant on a work line share the same feelings of the writer and can even express in comments. In broad sense, virtual space has become most used tool of communication for feminist issues. It has made the struggle of networking easier. But still women need to fight in order to obtain the same rights and socio- economic status as men. So, it is necessary to find more ways to use internet, Cyberspace to fight against violence against women. (18)

Computer mediated communication: An observation on gender in chat rooms, By Hatice Cubukcu, Ozzze Kutly, 2012 -CMC (computer mediated communication) is a new genre coined in computer technology, it created its chat rooms but also effected changes in people's conceptions and attitudes. This study aimed to study the attitudes towards chat rooms, to see the impact of gender on linguistic choices of people in chatting. The study showed that people tend to use chat room as a social meeting place. It can be read that chat users act as they do normally act in real life. They use their social competence and social performance. But when it is female doing chat then tone and language shows change (19)

Social Media Empowerment: How social media help to boost women Entrepreneurship in Indonesian urban Area, Ezmierald Meline, Anis Hamidah, Maningge Sri Saraswati, 2012 -This paper discussed how social media can boost women entrepreneurship by allowing them to be financially independent and in bringing gender equality in economy. Author, end the paper by giving reason for online entrepreneurship among women as it gives them flexibility to be a homemaker and working woman at a time. Social media helps them to reach to a larger target audience, even from other countries, they are customers as well as promotion, mentors, business partners, friends and social supporters. The online entrepreneurship with the help of social media given self-confidence and self-actualization, financial independence of earning as well as spending. It keeps them happy and motivated to contribute to the finance of the family. (20)

Economic and social empowerment of women through information and communication technology: A case study of Palestine-Khalid Said, Rabayah, ICT 4D R&D, Arab American University, published in 2009 (21)

This paper presents an initiative that intends to empower women through information and communication (ICT) technology, by a joint venture between NGO and Local women organization. In this paper he has taken a case study of research done on women from Palestine rural areas to see the impact of ICT. The development circle as world bank, United Nations Development Program (UNDP) United Nation development funds for women (UNIFEM) believe in ICT as they see it as a tool for development and growth but critics, scholars add that ICT can't work until and unless gender issues not considered in ICT. There are many projects, plans, reports which discussed the gender empowerment through ICT. But in majority of developing countries women are living in economic and social hardships that hinder these technologies from being utilized. (22) A campaign is an organized effort to bring public pressure to bear on institutions and individuals so as to influence their actions (Lamb, 1997). Campaigns on Violence against women tend to increase demand for direct support to VAW survivors, as women who have not dared to report their experience of VAW may feel encouraged to seek support. (23)

How social movements are using the internet to change politics by Deana A. Rohlinger, Florida State University, Leslie A. Bunnage, Seton Hall University, and Jesse Klein, Florida State University -Virtual petitions, online money-bombs, forums to debate issues, and the use of social media and email to recruit people for meetings and protests – all are ways in which today's political activists try to engage citizens and influence the political process. Social movements across the political spectrum use new technologies to effect change and influence party politics, but little is systematically known about how they do it – or what difference it makes. Savvy movements can use advertising, earned media, and viral campaigns to build support for their issues and force political

parties to take up their causes. For example, since 2009 all Republican candidates and officeholders have scrambled to address Tea Party calls for cuts in spending and reductions in the national debt. Movements have always pressured parties, but movements in the internet era can have a big impact very quickly. Paper discusses how online media is changing the political communications. (24)

What Can Feminism Learn from New Media? Larisa Kingston Mann, Communication and Critical/Cultural Studies -New media provide new ways to engage with and learn from people with hard-won expertise in negotiating the inadequacies of the public-private framework. But it is important to avoid seeing new media as providers of resources to be mined. Instead, we should examine their potential to undermine hierarchies of authority and power. An important sign that a media channel has this potential is if marginalized voices are effectively making themselves heard and known on it. Such potential is evident in the way that new media, especially social media sites like Twitter and Tumblr, have become important sites of black and other women of color mediamaking and media critique. Black media makers, especially black women, participate there in numbers far outweighing their participation in other media channels and, notably, far outweighing their participation in new media scholarship within academia. This fact has not been taken seriously enough in current debates over the value and import of new media. Author also give many suggestions how to use media for making it a powerful tool and how to save from its risks. (25)

5. Discussion and Analysis of social media campaigns for women –

Delhi Gang Rape and social aggression asked for accountability from Indian government and judiciary and even from society. An innocent student travelling in a Delhi bus with her male friend was raped and murdered which put shame to humanity and India as a country. People stormed the social media portals like Facebook, Twitter, YouTube, youth organized protest marches across Indian, organized online but happened in real life. Elisa Camahort page, Jory Des Jardins and Lisa stones are bloggers who write for women issues organized first women blogger conference in 2005 that turned into a community website in 2006 with 60 bloggers, now they are having more than 2,5000 bloggers and 27 million visitors each month. They have realized long back that women are a powerful force on the web. (26)

Cyber-activism movements started in mid-2000's, while social networking sites were getting popular among the Techno-savvies. Those movements include antiwar, anti-globalization, awareness movements etc. Internet also enabled various democratic groups and movements which included activists more than 1,00,000 in Brazil in 2003 and in Mumbai in 2004 (Langman 2005). (27)

In Africa organizations focusing on building women's capacity to use ICTs effectively were born, such as Women'sNet in South Africa, Women of Uganda Network (WOUGNET) in Uganda, and Linux Chix Africa. Collaborative networks were created such as FLAMME, a network of African women online committed to strengthening the capacity of women through the use of ICTs to lobby, advocate and participate in the Beijing +5 process. Both FLAMME and Women's Net brought women from organizations across Africa together to share skills and build capacity in creating websites and facilitating mailing lists. (28)

Jennifer Radloff surveys the potential and power dynamics of communication in the digital age and analysed Feminist Africa's in her book 'e-spaces; e-politics'. The Feminist Africa is a prime example of the audacious digital engagements of women's movements all over the world. It was Africa's first open-access online scholarly journal and one dedicated to publishing and promoting independent feminist scholarship as an activist project. (29)

Technological developments have created a tempest in emerging economies (Crittenden & Crittenden, 2012). The rising middle class in emerging economies has led to an increase in consumption of technological products, and the consumption of those products is expected to outpace that of developed countries (Heimbuch, 2010). (29) Emerging markets are embracing technology and increasingly leading the charge in the development of a boundaryless and connected world. Thinking creatively about technology linkages and the implications of such linkages both within and across emerging economies is an imperative in today's ever-expanding marketplace (Crittenden, Peterson, & Albaum, 2010). (30)

In the online article published in 2015, How social media is changing the feminist movement by Nisha Chittal on MSNBC. Author wrote Social media democratized feminist activism, opening up participation to anyone with a Twitter account and a desire to fight the patriarchy. By removing the barriers of distance and geography, sites like Facebook, Twitter, Tumblr, and Instagram have made activism easier than ever, facilitating public dialogues and creating a platform for awareness and change. (31)

Natashya Guitierrez in her article published online on Rappler, The Role of Social Media in Women Empowerment, writes Social media has swiftly, and widely spread feminism ideologies. Hashtags and online campaigns have given women around the world a voice. Social media has shed light on women's issues not covered by mainstream media. Social media has swiftly, and widely spread feminism ideologies. Social media, specifically hashtags and online campaigns, have given women around the world a voice. It has shed light on women's issues that were not previously discussed and enhances conversations around topics not covered by mainstream media. It triggers participation for real-life campaigns. And in many cases, these seemingly simple hashtags have instigated change. (32)

In 2011, Manal AL – Sharif posted a video online showing herself driving as in Iran women were not allowed to drive vehicles. She dared and was imprisoned for this dare. #Women2drive campaign was run and become popular with Facebook, twitter and YouTube it got viral viewership and support. This motivated manal to take this step, this video was viewed 7 lakh times before being removed from YouTube. (33)

Since 2004, RI-SOL and UNIFEM have provided training programs in basic ICT skills for thousands of rural Palestinian women. Motivations for this training are diverse, including increased demand for employees with ICT skills, the desire for rural women to help their children with homework and the necessity of accessing knowledge and communicate through the Internet. (34)

The analysis has revealed that the majority of women, whether in employment or not, did perceive a positive impact in terms of ability to gain economic empowerment. What looks to be less emphasized by women is the ability to use ICT as a tool for societal and community development, and to some extent as networking and socialization means. The development of this sentiment by women restored their awareness in their capabilities and competencies and hence made them more determined to struggle against social norms and barriers associated with gender. (34)

From Sechelt, British Columbia, Canada, the Sunshine Coast Women's resource center started a feminist organization in 1993, which helped and provided referral to all women and to use the space by women only. Its mission was to connect, support and celebrate women and feminist perspectives, to initiate, coordinate and advocate for women's services and activities. It was funded by British Columbia Ministry of Women's Equality. Soon it became a well-known as a local 'expert' around public access policy. It also helped in getting women education in internet technology which helped them in becoming independent. It also planned to include teen women in their endeavor. (35)

In 1999, members of the San Francisco chapter of the Arab Women Solidarity Association (AWSA-United) launched a website and an email listserv to connect Arab women internationally. The aim of this listserv was to provide a space for Arab women and their allies to share information and discuss issues relevant to Arab women's lives and experiences. This transformation allowed Arab-American women to claim their presence in this form of feminism as they "often negotiate identities across two continents and national identities" (Saliba 1999, p. 316). (36) AWSA-United members are engaged in a process of dissidence through their membership and activism. They maintain their membership in cyberspace because it is a place where they are free to be women, Arabs, intellectuals, queers, feminists, Americans, Pro-Palestine, Anti-Palestine, Pro-Bush, Anti-government, and everything else. Members feel empowered and connected with one another regardless of political, national, sexual, and religious differences. (37)

#METOO - On October 15, 2017, actress Alyssa Milano encouraged spreading the phrase as part of an awareness campaign in order to reveal the ubiquity of the problem, tweeting: "If all the women who have been sexually harassed or assaulted wrote 'Me too.' as a status, we might give people a sense of the magnitude of the problem." Milano later acknowledged earlier use of the phrase by Burke, writing on Twitter, "I was just made aware of an earlier #MeToo movement, and the origin story is equal parts heart-breaking and inspiring". Social activist and community organizer Tarana Burke created the phrase "Me Too" on the MySpace social network in 2006 as part of a grassroots campaign to promote "empowerment through empathy" among women of colour who have experienced sexual abuse, particularly within underprivileged communities. 85 countries adopted this campaign and millions supported, countless supported this campaign online. It remains a part of Oscar award function and Grammy award ceremony. It was everywhere. Many ministers lost their ministry, officials were thrown out of their jobs and so on. (38)

HEforSHE - HeForShe (often referred to as **He for She**) is a solidarity campaign for the advancement of women initiated by UN Women. Its goal is to achieve equality by encouraging men and boys as agents of change and take action against negative inequalities faced by women and girls. Grounded in the idea that gender equality is an issue that affects all people—socially, economically and politically—it seeks to actively involve men and boys in a movement that was originally conceived as "a struggle for women by women". A special event was held to kick-start the HeForShe campaign on 20 September 2014 at the Headquarters of the United Nations in New York. It was hosted by UN Women Goodwill Ambassador Emma Watson, whose speech—about her own path to feminism and her call to involve men and boys in promoting gender equality—was widely circulated via social media. At that event, UN Women made a call to mobilize the first 100,000 men in the campaign, a goal successfully reached in just three days. Former United States President Barack Obama, actor Matt Damon, and former UN Secretary-General Ban Ki-moon are among some of the high-profile male champions featured on the site. (39)

Bell Bajao (Hindi for 'ring the bell') is an anti-domestic violence campaign that urges local residents to take a stand against physical abuse through simple acts meant to interrupt domestic violence. When resident, especially men, overhear violence against a woman taking place they are urged to ring the doorbell and ask a simple question - such as to borrow some tea, to use the phone, or to have a glass of water. This is meant to let the abuser know that others can hear them and will act to interrupt the violence. The campaign was launched in India on August 20, 2008 by Breakthrough in collaboration with the Ministry of Women and Child Development, UNIFEM and the UN Trust Fund. The global campaign, known in English as Ring The Bell, was launched at the Clinton Global Initiative. United Nations Secretary General Ban Ki-moon joined the campaign as the inaugural global "champion," and Breakthrough will join forces with his UNiTE to End This campaign promotes individual action against domestic violence. The PSAs reached over 130 million people. Like the "Is This Justice?" campaign, this campaign was produced pro bono by the advertising agency Ogilvy and Mather and directed by Baudhayan Mukherji of Little Lamb Films. (40)

Pink Chaddi campaign

On 6 February 2009 a group of men attacked a group of women in Mangalore, India. The attack was an isolated incident and allegedly carried out by members of the Shri Rama Sene. Later that month, Muthalik announced an action plan to target couples found dating on 14 February, Valentine's Day. He said "Our activists will go around with a priest, a turmeric stub and a mangalsutra on 14 February. If we come across couples being together in public and expressing their love, we will take them to the nearest temple and conduct their marriage. On 9 February 2009, Home Minister P. Chidambaram said that "Sri Ram Sene is a threat to the country. The Centre is watching its activities with great concern". The **Pink Chaddi Campaign** (or Pink Underwear Campaign) is a nonviolent protest movement launched by *Consortium of Pub-Going, Loose and Forward Women* in February 2009 in response to notable incidences of violent conservative and right-wing activism against perceived violations of Indian culture, when a group of women were attacked in a pub in Mangalore. The campaign was a brainchild of Nisha Susan, an employee of Tehelka political magazine.

Perhaps never before has underwear played such an important part in Indian cultural history. The 'Pink Chaddi' campaign, launched by the Consortium of Pubgoing, Loose Forward Women, has attracted hordes of members — the number has touched 34,032 and still counting — making it one of the most popular sites. (41)

#WhyIStayed became a trending hashtag in November 2014 in defense of domestic abuse victims after a media release of security camera footage that appeared to show NFL player, Ray Rice, punching his then-fiancée, Janay Rice, sparked public conversation on why Janay and other victims of abuse choose to stay in abusive relationships. The hashtag was started by writer and domestic abuse survivor Beverly Gooden via Twitter in an effort to "change the tone of the conversation." It began to trend nationally five hours after its creation and was used more than 46,000 times that day, according to the Web analytics tool, Topsy. The #WhyIStayed was a later addition to the Twitter conversation. (42)

EQUAL PAY TODAY- The Equal Pay Today! Campaign was launched on the 50th Anniversary of the Equal Pay Act by national and state-based women's legal advocacy and worker justice organizations to close the gender wage gap that persists in nearly every industry and profession in the country. Ireland became the first country to announce equal pay for all irrespective of gender. Its legal and part of constitution. (43)

#AskHerMore campaign inspires people to call out sexist reporting and suggest ways to re-focus on women's achievements. With champions like Reese Witherspoon, Shonda Rhimes, Gloria Steinem, Maria Shriver, Lisa Ling, and Sandra Fluke and coverage by major media outlets like Entertainment Tonight and The New York Times, we're engaging millions on social media and making a difference on the red carpet, in politics, in sports, and beyond. The campaigners using the #AskHerMore hashtag have one demand: Instead of asking women on the red-carpet questions that focus only on their appearance, fashion choice, or diets, ask them serious questions that acknowledge their accomplishments and talent. (44)

#YesAllWomen is a Twitter hashtag and social media campaign in which users share examples or stories of misogyny and violence against women. First used in online conversations about misogyny following the 2014 Isla Vista killings, the hashtag was popular in May 2014, and was created partly in response to the Twitter hashtag #NotAllMen. YesAllWomen reflected a grassroots campaign in which women shared their personal stories about harassment and discrimination. The campaign attempted to raise awareness of sexism that women experience, often from people they know. Following a killing spree in Isla Vista, California that left six people dead and fourteen others wounded, the killer's Internet activity was described as misogynistic, and hatred of women was cited as a factor in his crimes. (45)

Must Bol campaign established a core group by connecting with people on campus and with group interactions. Around 100 young people came together and started must bol. Begun in Delhi this campaign focused on the understanding of gender issues, aspects of violence. I also provided training in capacity building workshops and special internship programs. (46)

This Girl Can campaign – It was developed by sport England to bring more and more women and girls in sports. They found a large gap in men and women in sports. This gender gap had reasons, like fear of judgement. This campaign has a powerful insight that the fear of judgement by others was holding women back from participating in sports. Jannie Price, chief executive of Sports England explains this fear was doing long term harm to women. This campaign targeted the girls, women and even moms to take part in sports for healthy body and mind and an active life. The creation of a social-media community on Twitter and Facebook was encouraged by a tailored algorithm that sent encouraging tweets to women who were themselves tweeting about exercise or fear of hitting the gym. This was a complex campaign with multiple stakeholders and government bodies. In fact, the campaign has more than 8000 supporters – these range from small local sports clubs and individual fitness classes right through to major sporting organisations, such as the FA. Managing so many stakeholders posed a significant challenge. 8000 supporters for the campaign, from the FA to small local sports clubs. Gender gap between men and women exercising regularly has fallen from 1.78m to 1.73m. 37m Facebook and YouTube views of 90-second "This girl can" spot. 500,000 members of active "This girl can" social-media community. 660,000 tweets about #ThisGirlCan. (47)

There are so many online social media campaigns for feminism, run by feminists or organisation for women empowerment and welfare. It's not possible to include them in one paper. But above mentioned prove the point that social media is an integral part of the communication for feminism.

6. Conclusion –As discussed by Paola Salwan, a feminist activist from Beirut, a blogger, 'Nowadays, there is no escaping plunging deep into the world of social media, all the more if you're an activist. Create a blog, a Facebook page and a Twitter handle and you can be assured your message will transcend borders and reach feminists worldwide at the speed of light (ok, maybe not if you're in Lebanon like me where Ontonet has replaced the Internet), but anyway, quickly enough. (Article – social media and feminists: Opportunities, threats and Awareness by Paola Salwan). (48) Social media is useful for generating awareness of these gender issues for a myriad of reasons: it can bring these issues from 'small circles' to the masses. According to Time magazine, "methods of organizing has adopted to the times." Another reason why women-centered social media campaigns may gain traction is the prevalence of women on social media: 74% of women use social media sites, compared to 62% of men. Article – Hashtag Feminism: Using Social Media to Address Gender Inequality by Erin Hughes in 2015) (49)

Many Facebook pages for example, also describe the key campaign messages, provide information about campaign activities, and give supporters opportunities to engage via 'comments' with other supporters on campaign-related issues. Twitter is increasingly becoming a tool to share up-to-the-minute information rapidly with large numbers of people – about upcoming activities, or to rally support or encourage immediate action (e.g. for demonstrations, to contact local politicians etc.) To choose the most effective platforms, find out which ones are most used by the campaign's target audience(s). There are so many case studies from India and

world that social media plays a very important role is raising awareness and asking for public accountability from governments in power, judiciary and religion and from society itself too. Need is to bring good strategies and finding the support from likeminded people and masses.

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