

# Shadow Pandemic Campaign Pack

May 2020

#UNSTEREOTYPE  
ALLIANCE



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# Campaign objectives & key messages

## Objectives:

- Raise awareness of the huge global surge in domestic violence due to COVID-19
- Ignite action amongst the public to increase support of those suffering domestic abuse
- Through public awareness and pressure, drive an increase of government, private and public funding for domestic violence protection programs, safe houses, charities, support groups etc.

## Target Audience:

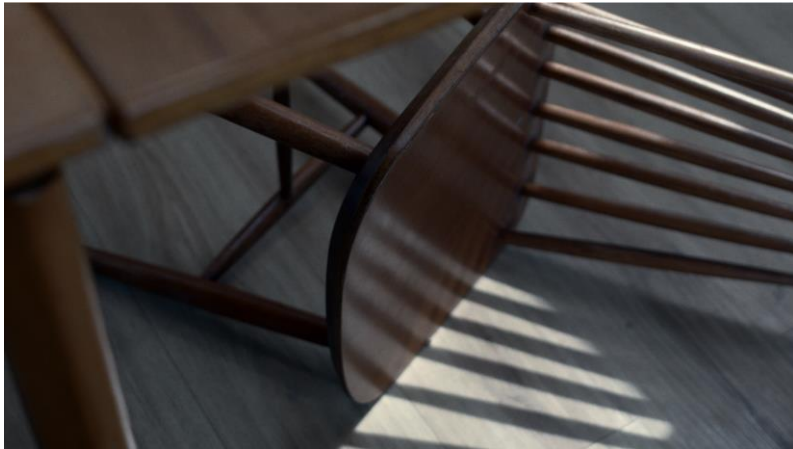
- Primary: The 'supporters': women and men who are knowingly or inadvertently 'by-standers' of women suffering domestic abuse in countries experiencing COVID-19 'lock-downs', whom have access to social media.
- The survivors of domestic violence in those same communities

## Key Message strands:

1. **PSA:** 3 key actions that can be taken if you suspect a women is in danger
2. **Shadow Pandemic:** Highlighting the current and ongoing crisis of violence against women
3. **UA:** The link between stereotypes and violence against women



# UN Women Shadow Pandemic Solidarity campaign



Focusing on the increase of domestic violence as an impact of the COVID-19 lockdown, this campaign will shine a light on the women trapped in their homes with their abuser and provide a call to action to those who can help them.

The campaign elements include:

- A 60" PSA with key advice and clear CTAs to help protect women who need help right now.
- This is accompanied by shorter edits (30"s) delivering the key CTAs
- Authoritative figures sharing key advice including, EAW specialists, Shelter workers
- Supporting social assets with GWA messages of support, stats & advice about the shadow pandemic and COVID-19 gender related issues.
- **All assets and activity will drive to a dedicated section on UNW COVID-19 page with direct links to shelters & support**



# Campaign structure: Messages, channels & assets

## HERO MESSAGE

- 3 calls to action - practical advice on how to help and drive to lines of support.

### 1. Hero PSA asset

#### Evocative film with 3 CTAs

- Long form film 60"
- Cut down films inc social edits 60" & 30"



### 2. Authoritative voices

#### Key spokespeople delivering CTAs

- Police/Shelter workers/EVAW specialists
- Stills/quote cards/GIFs/video



### 3. GWA support + amplification

#### Key GWAs & activists supporting CTAs

- Social featuring GWAs/activists
- Stills/quote cards/GIFs/video
- + amplification of campaign



## SUPPORTING MESSAGES

### Shadow Pandemic assets

#### stats + advice reminders

- Stills, infographics & GIFS



### COVID-19 + Gender assets

#### Gender related messages

- Stills, infographics & GIFS



### Unstereotype Alliance

#### linking Unstereotype Alliance's mission

- Stills, infographics & GIFS



## B2B

### B2B guidance

#### Support for employees

- 2 x B2B toolkits for private sector
- Social: Stills, infographics & quotes



HeforShe: Male allyship, sharing load for equality & less violence



# How to amplify the campaign

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## SHARING OF UN WOMEN & UNSTEREOTYPE ALLIANCE POSTS

- Follow @UN\_Women on Twitter; @UNWomen on Facebook; @unwomen on Instagram; un-women on LinkedIn and re-post/re-tweet the assets. [The PSA video can be retweeted here.](#)
- All campaign assets and accompanying copy can be found in the Trello board [here](#) and Dropbox links [here](#).
- If you want to amplify translated assets, please follow the country and regional accounts listed [here](#) for re-posting. These will be launched after the main UN Women accounts from 29<sup>th</sup> May onwards
- All of the UA accounts (listed [here](#)) will be retweeting and reposting the PSA assets. We will also be publishing original UA-specific content. Please also follow and re-post the UA specific posts

## NATIVELY SHARING ASSETS

- If you prefer to post the campaign directly into your channels and feeds, please use the assets, copy and hashtags detailed in this document and accompanying Trello & Dropbox documents
- In your post copy you can refer to the support of this campaign or use the exact post copy provided. Please do not change any of the handles, hashtags, terminology or links as it is imperative that audiences access the relevant support information in a timely manner
- Please do not change any of the images or branding and do not add your own branding to the assets. There is a legal note [here](#) for full guidance

A combination of these routes of amplification is also acceptable. **Thank you for your support**



# Social Media Details

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- **Hashtag:** #ShadowPandemic
- **Related hashtags:** #COVID19 #coronavirus
- Campaign video link for amplification:  
Twitter: [pic.twitter.com/26DpkYhe9r](https://pic.twitter.com/26DpkYhe9r)  
Facebook: [PASTE LINK, THEN DELETE WHEN THUMBNAIL APPEARS] <https://business.facebook.com/unwomen/videos/545228323033266/>
- **Link with list of support services:** [unwomen.org/shadowpandemic](https://unwomen.org/shadowpandemic)
- **Main accounts:** @UN\_Women on Twitter; @UNWomen on Facebook; @unwomen on Instagram; un-women on LinkedIn
- **Unstereotype Alliance accounts:** @un\_stereotype on Twitter; @UnstereotypeAlliance on Facebook; @un\_stereotypealliance on Instagram; @unstereotypealliance on LinkedIn
- This social media package including all video and image assets are available on [Trello](#) and on [Dropbox](#).
- We have prepared suggested responses to some comments and questions that we expect the campaign to elicit on social media. [Download the guide here.](#)





# Sharing hero assets: Public Service Announcement

## Video: PSA video



- The 60” PSA video is the campaign’s hero asset. To share on Facebook or Twitter, please use the links provided in the suggested post copy (page 9) rather than uploading the video to the platform. This allows the total impressions and reach to be tracked centrally.
- If you don’t post the video natively, please retweet and share posts from UN Women and Unstereotype Alliance accounts accompanied by #ShadowPandemic
- The video can be downloaded [here](#)



# Sharing hero assets: Public Service Announcement

## Post copy:

**Twitter:** A deadly shadow pandemic of violence against women & girls is surging in the wake of #COVID19. Kate Winslet joins forces with @UN\_Women to shine a light on the #ShadowPandemic in this new video. Watch & share to help spread this important msg. Helplines: [unwomen.org/shadowpandemic](https://unwomen.org/shadowpandemic)

**Facebook:** A deadly shadow pandemic of violence against women and girls is surging in the wake of #COVID19 #StayHome orders. Kate Winslet joins forces with @UNWomen to shine a light on the #ShadowPandemic in this new video. Watch and share this post to help spread this important message. Find local helplines: [unwomen.org/shadowpandemic](https://unwomen.org/shadowpandemic)

**Instagram:** A deadly shadow pandemic of violence against women and girls is surging globally in the wake of #COVID19 #StayHome orders. In this new video, Kate Winslet joins forces with @unwomen to shine a light on the #ShadowPandemic and shares three things you can do to help.

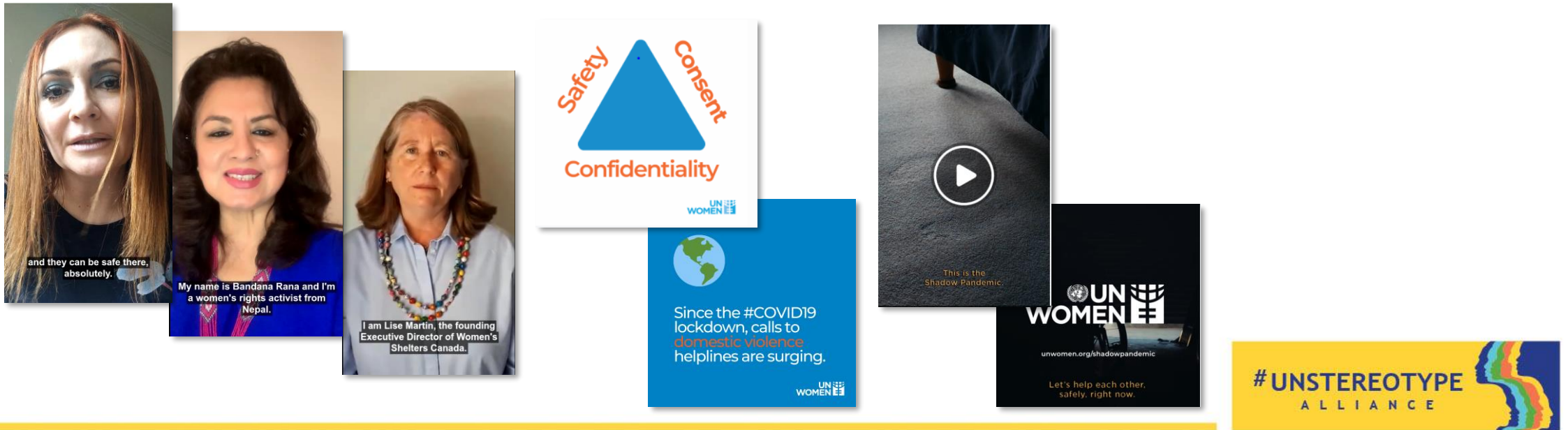
While #StayHome measures help limit the spread of the virus, women and girls experiencing violence at home increasingly find themselves isolated from the people and resources that can help them.

## Video: PSA video



# Additional #ShadowPandemic assets

- A full library of supporting #ShadowPandemic social media assets including GIFs, images, infographics, shorter cut-downs of the campaign video, and social media captions have been prepared for all channels and can be found on [Trello](#) and [Dropbox](#).
- Please post this content to your social media channels and tag UN Women where possible.
- Alternatively, simply retweet or share #ShadowPandemic content published to UN Women and Unstereotype Alliance accounts.
- The Trello and Dropbox boards will be updated regularly with new assets – please check regularly



# Unstereotype Alliance assets

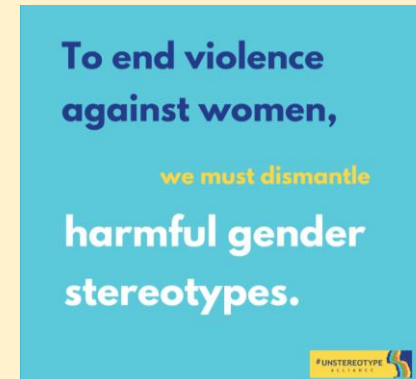
- Specific Unstereotype Alliance content for this campaign is also available.
- Please access assets [here](#) and use the caption copy below.
- **Re-posting, sharing & re-tweeting:** if you don't post natively, please share posts from Unstereotype Alliance accounts & UN Women accounts and use the #ShadowPandemic hashtag
- Please don't forget to tag Unstereotype Alliance

## Recommended caption copy:

Gender stereotypes are one of the root causes for discrimination and violence against women. As domestic violence reports surge during the #COVID19 lockdown, we must strengthen our commitment to creating a world without stereotypes.  
#ShadowPandemic

## UA social

- Stills & infographic content linking Unstereotype Alliance's mission with this campaign
- B2B key advice social posts – stills & infographics



# Paid support & social media measurement

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## Paid support

If you are donating inventory to this campaign, please let us know via [unstereotypealliance@unwomen.org](mailto:unstereotypealliance@unwomen.org) and we can arrange the tagging and timing

The inventory information we will request includes:

- Inventory type
- Impressions
- Value of Inventory
- Targeting Available
- Where the inventory will run
- Impressions/Clicks/CTR

## Measurement

Please share any analytics from your Shadow Pandemic support campaign so we can form an overall post-campaign evaluation.

The below would be particularly useful:

- Reach and engagement metrics including best performing posts/creative
- Sentiment insights
- Geographical breakdown

Please send any analytics to [unstereotypealliance@unwomen.org](mailto:unstereotypealliance@unwomen.org)



**Thank You**

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