



Communication Handbook.

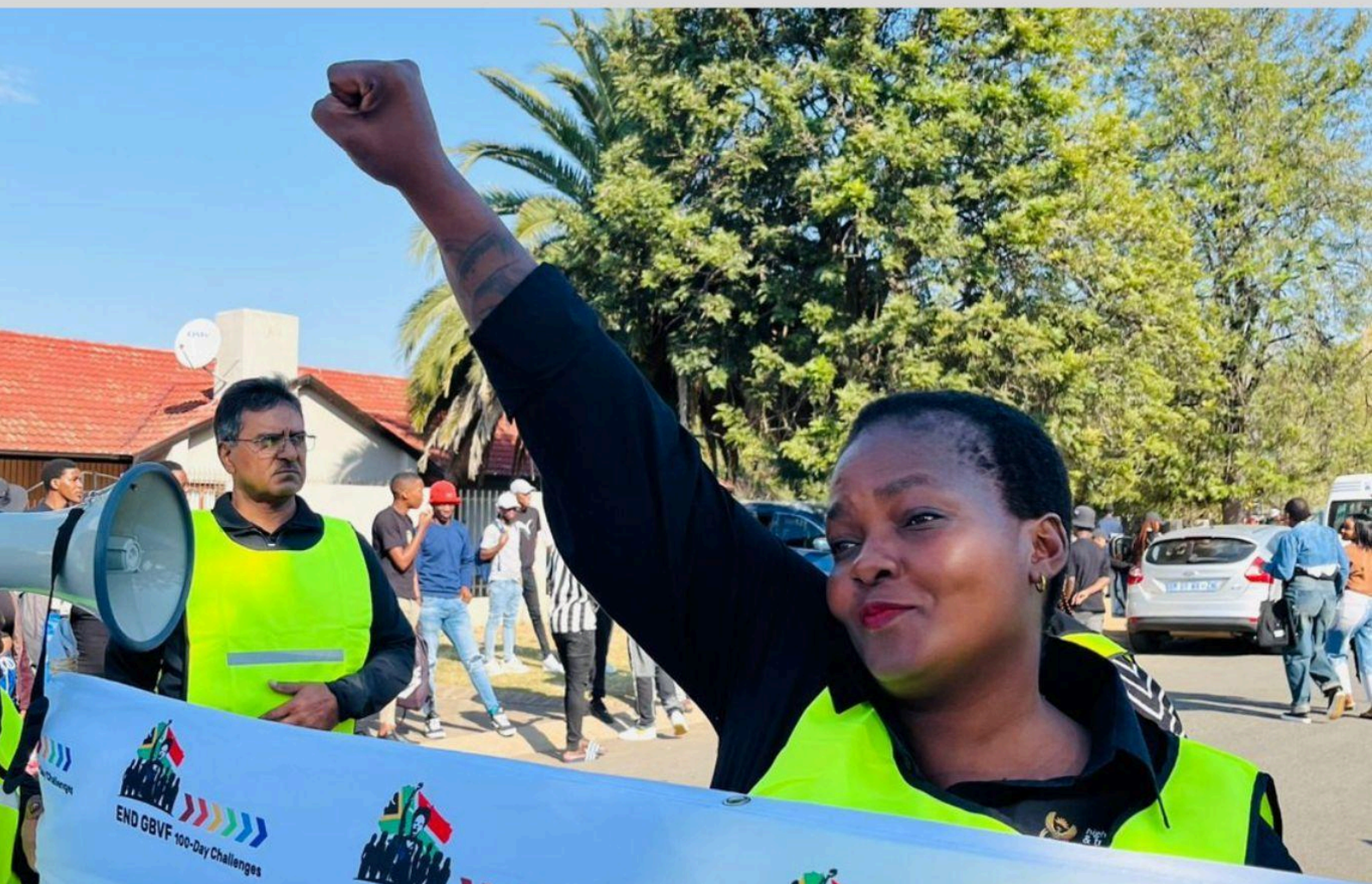


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Introduction.

By 2030, South Africa has cut femicide rates by over 70%. The legal system is fast and reliable, with specialized courts resolving most cases within 30 days and conviction rates jumping from 8% to 78%. Schools teach consent and healthy relationships starting in Grade 4, and every large workplace has a trained officer to handle GBVF issues. Communities are no longer silent; instead, neighbors, taxi drivers, and faith leaders act as early-warning systems to stop violence before it happens.

But, unfortunately this is not our reality, yet. As a country we have some work to do - and it starts with local sprints that plant seeds of hope across the country.

To get to this perfect picture, communication plays a key role in positioning these bright spots - the 100-Day Challenge sprints that create a sense of urgency, intense collaboration and innovation. This will allow the work to spread across the country for others to take in and apply the lessons that have proven to be successful in addressing gender-based violence and femicide (GBVF) in municipalities, courts, and the education system.



This Communication Handbook is designed to equip you with the practical tools and knowledge to effectively design and publish high-impact communication campaigns that bring more visibility and attention to your team's 100-Day Challenge project.

By using this Handbook, you will be equipped to:

- Showcase your team's activities and impact in your 100-Day Challenges to bring awareness and support to your work.
- To build a network of key supporters for your 100-Day Challenge.
- To document key lessons and sustainability stories that emerge from the 100-Day Challenge.
- To build relationships with journalists and media outlets as important partners to bring attention to the lessons that emerge from your work.
- To attract more funders to support the continuity of your work in your institution.



Where should you focus your efforts?

The following channels of communication can be used to build visibility for your 100-Day Challenge team.. Each channel has a different objective, suggested publishing frequency and audience profile. The tables provides some insight into each channel and how they should be used:

Channel	Content format	Publishing frequency	Outcomes
Public relations	Long-form story based press releases Media invites	1 x Monthly Press releases showcasing programme updates and team impact / results	Establishing visibility in traditional media outlets. Redirecting traffic /



			visits to other channels
Facebook	<p>Short form copy newsflash updates</p> <p>Visual: photo, design and video in short form (less than 90 seconds in length)</p>	<p>3 - 5 posts published monthly</p> <p>This will ensure consistency</p>	<p>New audience growth.</p> <p>Content resharing.</p> <p>Audience engagement.</p>
Instagram	<p>Short form copy newsflash updates</p> <p>Visual: photo, design and video in short form (less than 90 seconds in length)</p>	<p>3 - 5 posts published monthly</p>	<p>New audience growth.</p> <p>Content variability (video and photography)</p>
X (Twitter)	<p>Short form copy newsflash updates</p> <p>Visual: photo, design and video in short form (less than 90 seconds in length)</p>	<p>3 - 5 posts published monthly.</p>	<p>New audience growth.</p> <p>Audience engagement - reposts.</p>
LinkedIn	<p>Longer form posts, more detailed blog posts with supportive graphics</p> <p>Newsletter reposts using the built-in newsletter function.</p>	<p>3 - 5 posts published monthly</p> <p>1 newsletter LinkedIn post per month</p>	<p>New audience growth.</p> <p>Content resharing.</p> <p>Audience engagement.</p>
TikTok	<p>Short form video content</p>	<p>3 - 5 posts published monthly</p>	<p>New audience growth.</p> <p>Content variability (video and photography)</p>
Newsletter	<p>Mixed content form:</p> <p>Written content and visuals</p>	<p>1 x newsletter on start up</p> <p>1 x newsletter to show progress</p>	<p>Database growth.</p> <p>Direct and personalised engagement.</p>



		1 x newsletter to show 100 day impact	Early access to stories
Website	Uploading your team's stories to a blog page.	As an when key updates are available	Central platform for all 100-Day Challenge updates Consolidation of all published media.
Video diary	Video content on team updates and sustainability stories.	3 x monthly videos on social media	New audience growth. Detailed video diary of case study stories.



Who should you target with your communication?

To communicate with intention with specific call-to-actions for different audiences, we need to define the characteristics of each audience segment. These audience 'attributes' look at the personal values, interests, priorities and personality traits of the audiences that receive the communication material and messaging about the End GBVF 100-Day Challenges.

The purpose of knowing this is to refine how you communicate with each audience segment based on their unique attributes. Knowing this information will also determine what communication channels we use to reach each audience and what we ask of them.

The table below outlines the audience attributes of the commonly engaged stakeholders within the End GBVF 100-Day Challenge movement:

Audience	Interests	Daily priorities	Frustrations	Where they get their news
Municipal workers - general	Local community safety; job security; workplace wellness.	Service delivery (water, waste); adhering to labor protocols.	Resource shortages; "red tape"; lack of clear guidance on non-technical issues like GBVF.	Radio (local/SABC); WhatsApp groups; union newsletters.
Municipal workers - gender focal	Gender equality; policy implementation; social justice.	Localizing the NSP-GBVF; coordinating community activation and events. Monitoring local statistics.	Fragmented budgets; being treated as an "add-on" rather than a core function.	Government Gazettes; NGO webinars; LinkedIn; official departmental circulars.
Municipal workers - social development	Family welfare; poverty alleviation; community health.	Managing local shelters; psychosocial support referrals; indigency support.	High caseloads; limited transportation for victims; lack of safe-house beds.	SAnews.gov.za; sectoral newsletters; community imbizos.
GBVF Activist	Systemic reform; survivor rights; perpetrator	Amplifying survivor stories; organizing protests	Slow justice process; "paper policies" without	X (Twitter); Daily Maverick; activist WhatsApp



Audience	Interests	Daily priorities	Frustrations	Where they get their news
	accountability.	(#PurpleForSA); monitoring courts.	action; funding gaps for grassroots work	networks (e.g., Women For Change).
NGO employee	Sustainable impact; donor relations; community empowerment.	Program delivery; reporting to funders; frontline crisis intervention.	Inconsistent funding; bureaucratic hurdles for state subsidies; staff burnout.	NGO Pulse; Mail & Guardian; donor portals (UN Women/EU); specialized webinars.
Traditional leader	Cultural preservation; community unity; Ubuntu.	Presiding over tribal courts (Khoros); community conflict mediation; land issues.	Conflict between traditional norms and formal law; perceived loss of authority; lack of GBV training.	Local vernacular radio; community lekgotlas; oral tradition; local newspapers.
Social worker	Human rights; trauma recovery; child protection.	Crisis counseling; court testimonies; child removal/placement.	Secondary trauma; lack of tools/tech for case tracking; police negligence in cases.	Professional journals; Department of Social Development (DSD) portals; WhatsApp.
Government minister	Political legacy; budget accountability; public safety.	National Strategic Plan oversight; cabinet briefings; legislative reform., PR opportunities.	Inter-departmental silos; negative media coverage; escalating crime statistics.	Business Day; ENCA/SABC News; high-level policy briefs; Intelligence summaries.
Deputy Director-Generals (DDGs)	Strategic policy implementation; inter-departmental alignment; achieving MTSF targets.	Overseeing branch resources; managing high-level projects; ensuring audit compliance.	Institutional silos; leadership instability; lack of merit-based professionalization in the public sector.	Policy briefs; Treasury reports; Business Day; internal government circulars.
Government employees (national government)	Job security; professional development; serving the public mandate.	Administrative compliance; implementing departmental action plans; reporting to seniors.	Bureaucratic "red tape"; high workloads; perception of government ineffectiveness at grassroots level.	SAnews.gov.za; Vukuzenzele; internal newsletters; SABC News.



Audience	Interests	Daily priorities	Frustrations	Where they get their news
Court Magistrate	Judicial integrity; fair application of the law; community safety.	Managing heavy court rolls; presiding over bail hearings and protection orders; issuing warrants.	High case backlogs; corruption pressures; lack of specialized training for sensitive GBVF matters.	Constitutional Court rulings; Legalbrief; official judicial newsletters.
Court manager	Operational efficiency; resource management; infrastructure maintenance.	Optimizing court schedules; overseeing registry staff; ensuring victim-friendly facilities are functional.	Staff shortages; aging infrastructure (e.g., lack of private rooms for survivors); lost dockets.	Department of Justice (DoJ&CD) memos; administrative portals; regional management meetings.
Court clerks	Career progression; administrative accuracy; legal compliance.	Filing dockets; assisting the public; managing physical and digital court records.	Manual case tracking systems; exposure to secondary trauma; missing or incomplete documentation.	Internal departmental bulletins; WhatsApp peer groups; union communications.
Regional Court Presidents	Standardizing judicial excellence; regional performance monitoring; legal transformation.	Strategic oversight of district courts; addressing regional case backlogs; coordinating with provincial police and NPA.	Uneven implementation of the National Strategic Plan (NSP); inadequate resource allocation for specialized courts.	High-level judicial briefings; Parliamentary Monitoring Group (PMG) reports; National Treasury bulletins.
South African Police Service (SAPS)	Law enforcement; public order; crime prevention.	Patrolling; attending to crime scenes; serving protection orders; managing dockets.	Logistical resource gaps (e.g., lack of vehicles or Victim Friendly Rooms); secondary victimization complaints; DNA processing backlogs.	Internal SAPS circulars; Pollex; local radio; community police forum (CPF) updates.
National Prosecuting Authority (NPA)	High conviction rates; reducing case cycle times; victim-centered justice via Thuthuzela Care Centres (TCCs).	Guiding police investigations; ensuring dockets have positive DNA evidence; managing Sexual Offences Courts.	Insufficient number of TCCs nationwide; high case backlogs; secondary victimization of survivors during the judicial process.	Official NPA circulars; Legalbrief; SABC News; Parliamentary Monitoring Group (PMG) reports.



Audience	Interests	Daily priorities	Frustrations	Where they get their news
Education: Senior Management	Campus safety and reputation; policy compliance; institutional pass rates and education quality.	Implementing DHET Policy Frameworks; managing campus security and infrastructure; responding to student protests.	Lack of consistent safety policies; declining education quality due to trauma; underreporting of incidents due to social stigma.	DHET official gazettes; Mail & Guardian; University World News; internal board briefs.
Academic Staff: Lecturers, trainers, and Heads of Departments (HoDs)	Student well-being and academic performance; fostering safe learning spaces; research on social justice.	Delivering curriculum; mentoring students; identifying behavioral changes or absenteeism caused by GBV trauma.	Feeling unsafe on campus ; lack of firm policy to regulate student behavior; impact of GBV on student drop-out rates.	Daily Maverick; Academic journals; Professional listservs; Higher Education newsletters.
Students	Campus safety; bodily autonomy; social justice; mental health support.	Academic success; navigating social life safely; securing safe transport after dark.	Inadequate campus lighting; slow university response to reported assaults; "victim-blaming" culture.	TikTok/Instagram; WhatsApp status; student activist accounts (e.g., DASO, SASCO); campus radio.
College councils / groups	Student governance; campus-wide safety protocols; institutional reputation.	Coordinating safety audits; overseeing student residences; lobbying for better infrastructure.	Lack of funding for safety measures; difficulty in holding university management accountable; underreporting of cases.	University portals; LinkedIn; higher education summits; departmental newsletters.
Survivor / victim	Physical safety; legal justice; economic independence; healing and trauma recovery.	Accessing safe housing/shelters; navigating court dates; securing child support or employment.	Secondary victimization by police/courts; financial dependency on abusers; lack of 24/7 accessible support in rural areas.	TCCs, community hubs, WhatsApp networks; NGO field workers, social workers.



How to use these audience attributes:

To turn the audience attributes into effective communication, you must move beyond general broadcasting and speak directly to the values and daily realities of each group. Follow this three-step guide to ensure your messages drive the necessary awareness, support, and network growth for the movement.

1. Tailoring the Message "Hook"

Use the **Interests** and **Priorities** columns to determine the angle of your story. A campaign that works for a student will not work for a Court Magistrate.

- **For Administrative and Judicial Roles (Magistrates, Clerks, SAPS):** Focus on **Practical Success**. Frame your communication around how the 100-Day Challenges reduce "Frustrations" like backlogs and manual paperwork. Use a tone that is professional and highlights how organic sprints create efficiency within the system..
- **For Leadership Roles (DDGs, Ministers, Senior Management):** Focus on **Measurable Impact**. These audiences prioritize national targets and institutional reputation. Your communication should showcase teams' activities through statistics and results that prove these sprints "bend the curve".
- **For Frontline and Social Roles (Social Workers, Activists, Survivors):** Focus on **Dignity and Support**. These groups are driven by trauma recovery and social justice. Use a human-centric tone that documents lessons on how local projects improve the survivor's journey through the system.

2. Matching the Channel to the Habit

Refer to the **"Where they get their news"** attribute to select how you deliver your messages.



- **Hyper-Local and Grassroots:** To reach municipal workers and survivors, rely on **Radio and WhatsApp groups**. Use these channels to showcase local team activities and build a sense of shared aspiration.
- **Professional and Corporate:** To reach fund managers and academic staff, use **LinkedIn, traditional media and webinars**. These are the best spaces to share sustainability stories that attract long-term funding.
- **Youth and Campus-Based:** For students, prioritize **social media and student activist accounts**. Use these platforms to highlight campus-specific wins, like safety walks or lighting fixes, to build appetite for new sprints.

3. Using Communication-Focused Calls-to-Action (CTAs)

Every piece of communication must end with a clear request that supports the movement's visibility:

- **To Showcase Activity:** "Share one 'raw' photo and a three-sentence win from your latest activity for our national update."
- **To Build the Network:** "Forward this success story to one colleague in a neighboring department who hasn't seen the 100-Day Challenge in action yet."
- **To Build Appetite in Leaders:** "Invite a member of a high-performing sprint team to share their 'lesson of the month' at your next management briefing."
- **To Partner with Media:** "Invite a journalist to interview your team about the specific local innovation that helped you clear your recent backlog".

Before publishing, ask:

- Does this message highlight a specific impact, lesson or success story that emerged from your 100-Day Challenge?
- Is the channel one that this specific audience actually uses for their news?
- Does the CTA invite the audience to share, support, or learn rather than giving them technical instructions,



Channel guidelines.

These guidelines also take into consideration best practices for each channel based on algorithms, media trends and audience trends. Below us a guideline for each channel:

Public relations / media

Channel purpose and advantages:

To build credibility and visibility through traditional media channels. A story that is featured in the news, receives a lot of public credibility (if framed positively) and is opened up to a large audience. For example a regional radio can have 100 000 listeners for a single interview, a televised interview on eNCA can have 300 000 viewers, a local newspaper can have 10 000 copies circulated, and an online article can potentially have 50 000 website visitors. One press release can be published on multiple traditional media sites, and therefore, cumulatively, can have a very large circulation.

The GBVF space is receiving increasing attention from the media, but with a large focus on negative stories. The End GBVF 100-Day Challenge offers a different angle - one that demonstrates that these projects are planting seeds of hope across the country. This is a fresh angle for the media.

Content format:

- Medium length media releases (between 450 - 700 words max)
- Written in third person with quotes from actors involved in the story
- All information needs to be accurate with all statistics referenced
- Whomever is quoted in a media release needs to give their consent
- Always include links to the website
- Include a photograph with a caption of what the image is about with the names of the people in the photo included
- Always include a short media pitch of no more than 150 words to 'sell' the story to the journalists in the media list. *Refer to the media release structure.

Channel constraints:

- Do not distribute media releases on a Friday or over the weekend, response rate will be lower. The best days to distribute a media release is between Tuesday and Thursday, before 2pm.
- For media invites, they should be distributed at least two weeks in advance for an event. This gives journalists enough time to consider and respond.

Other considerations:

- Do not bash other institutions - focus on our / your story.



Instagram

Channel purpose and advantages:

To build a visual narrative of hope and human impact through "real-time" updates. Instagram allows the movement to showcase the "heroes" of the 100-day sprints, like municipal workers and student activists, humanizing the impact and making the 2030 vision feel attainable if these projects spread.

Content format:

- Reels (High Priority): Short, 30–60 second clips of team "wins" or "lessons learned" .
- Carousel Posts: Before-and-after graphics showing localized progress (e.g., "Backlog cleared in 100 days") .
- Stories: Daily "behind-the-scenes" of teams in action to build a sense of momentum .
- Visual Style: High-quality, authentic photography of people; avoid overly "stock" looking AI images.
- Avoid too much text. A graphic should not have more than 10 words.

Tagging:

- Teams should tag the official page: @endgbvf_100daychallenges
- Page link: https://www.instagram.com/endgbvf_100daychallenges/
- Always tag the specific partner organizations involved in the sprint (e.g., @SAPS, @DeptOfJustice, or local NGOs) .
- Tag location to highlight the geographic spread of the "contagion of success" .
- Tag influential allies or speakers featured in the content to encourage resharing.

Recommended Hashtags

#EndGBVF #100DayChallenge #nspgbvf #LocalAction #impactin100days

Channel constraints:

- Avoid posting during high-clutter times (e.g., Friday evenings).
- Ensure all individuals in photos have provided explicit consent for social media use.
- Do not use violent imagery; keep the focus on the solution and the lesson

Other considerations:

- Engagement: Respond to comments within 4 hours to build a "network of supporters."

Facebook

Channel purpose and advantages:

To foster community engagement and build a long-term network of supporters. Facebook is ideal for long-form storytelling and sharing detailed "lessons learned" that can be easily reshared by partner organizations and local system leaders.



Currently Facebook has our largest social media audience and is the platform where municipality workers and officials are most active.

Content format:

- Photo Albums
- Long-form Stories: Detailed narratives about "unlikely alliances," such as the taxi industry or traditional leaders joining the movement.
- Live Video: Broadcasting short Q&A sessions with team leaders about their 100-day wins

Tagging:

- Teams should tag the official page: @EndGBVF 100-Day Challenges
- Page link: <https://www.facebook.com/endgbvf100days/about>
- Always tag the specific partner organizations involved in the sprint (e.g., @SAPS, @DeptOfJustice, or local NGOs) .
- Tag location to highlight the geographic spread of the "contagion of success" .
- Tag influential allies or speakers featured in the content to encourage resharing.

Recommended Hashtags

#EndGBVF #100DayChallenge #nspgbvf #LocalAction #impactin100days

Channel constraints:

- Avoid "Bashing": Do not criticize other institutions; maintain a constructive, solutions-focused tone.
- Timing: Best engagement typically occurs Tuesday through Thursday before 2 pm; avoid heavy weekend posting.
- Privacy: Ensure all survivor-related content is anonymized unless explicit, informed consent is documented.

Other considerations:

- Community Management: Actively monitor comments to answer questions about how others can start their own "organic sprints."

X (formerly Twitter)

Channel purpose and advantages:

To drive real-time conversation, engage directly with journalists, and tag government leaders. X is the primary channel for "advocacy in action," allowing the movement to highlight systemic lessons as they happen and build a fast-moving network of supporters.

Content format:



- Threads: Breaking down complex "lessons learned" into 5-7 punchy posts.
- Quote Tweets: Adding the 100-Day Challenge perspective to trending national news or policy announcements.
- Video Snippets: 15–30 second "on-the-ground" clips from sprint teams.

Tagging:

- Individual teams should tag the official page: @gbvf100dayss
- Page link: <https://x.com/gbvf100days>
- Tag Journalists and Media Houses when sharing a "solution-focused" story to build partnerships.
- Tag Ministers and DDGs in success stories to ensure high-level visibility and accountability..

Recommended Hashtags

#EndGBVF #100DayChallenge #nspgbvf #LocalAction #impactin100days

Channel constraints:

- Brevity: Keep original posts under 280 characters; use threads for detail.
- Tone: Professional, urgent, and evidence-based.
- Safety: Do not tag survivors or share sensitive locations without verified safety protocols.

Other considerations:

- Live Tweeting: Use X to live-tweet briefings to bring immediate attention to emerging lessons.
- Engagement: Use the "mention" function to ask specific leaders or funders for their thoughts on a recent sprint success to build the appetite for more organic sprints.

LinkedIn

Channel purpose and advantages:

To establish thought leadership and build trust with institutional partners, funders, and professional stakeholders. LinkedIn is the most effective platform for showcasing systemic lessons, evidence-based results, and "contagion of success" stories that prove the 100-Day Challenges work at a policy level.

Content format:

- PDF Carousels / Documents: High dwell-time format for sharing "Lessons Learned" or quarterly progress reports.
- Case Study Posts: Narrative-driven updates (300–500 words) highlighting a specific local win, such as a court clearing its maintenance backlog.
- Short Native Video: 30–90 second clips featuring team members or "unlikely heroes" (taxi drivers, traditional leaders) talking about their role in the sprint.



- Articles: Long-form "thought pieces" on the future of GBVF prevention based on local case studies

Tagging:

- Individual teams should tag the official page: endgbvf-100-day-challenges@gbvf100days
- Page link: www.linkedin.com/company/endgbvf-100-day-challenges
- Tag Journalists and Media Houses when sharing a "solution-focused" story to build partnerships.
- Tag Ministers and DDGs in success stories to ensure high-level visibility and accountability - only if their department is mentioned in the story.
- Limit Tags: Mention no more than 3 relevant people/pages to avoid being flagged as spam by the algorithm

Recommended Hashtags

#EndGBVF #100DayChallenge #nspgbvf #LocalAction #impactin100days

Channel constraints:

- Tone: Keep it human and professional—avoid overly academic "buzzwords" or "AI-sounding" phrasing. *Refer to language guideline*
- No Bashing: Focus on constructive lessons and the shared 2030 vision.

Other considerations:

- Personal Profiles: Encourage team leaders and specialists to share posts from their personal accounts, as personal insights often get 2x more visibility than company page posts.
- Quality Comments: Respond to all comments within 24 hours to boost post visibility and build the supporter network.
- AEO / AI Discovery: Use clear, industry-standard keywords (e.g., "gender-based violence," "femicide reduction," "justice reform") so that AI search tools like Gemini can accurately summarize your impact when stakeholders ask about South Africa's progress.

TikTok

Channel purpose and advantages:

To mobilize an audience through high-energy, authentic content that "inoculates" viewers against GBVF by winning hearts and minds. TikTok is the best platform for driving "contagion of success" by showing the real faces of the movement in their own environments.

Content format:

- "Journey" Structure: Short videos showing a 100-day sprint from start to finish (e.g., "Day 1 vs Day 100 of fixing campus safety").



- Stitches & Duets: React to positive news or "solutions" from other teams to build a sense of a shared "secret society".
- Educational Micro-Dramas: Use text bubbles and trending sounds to act out common scenarios, like a bystander successfully intervening on campus.
- Behind-the-Scenes: Casual, raw videos filmed on-site at courts, schools, or imbizos.

Recommended Hashtags

#EndGBVF #100DayChallenge #nspgbvf #LocalAction #impactin100days

Channel constraints:

- Capture Interest Early: You must have a strong "hook" in the first 3 seconds to prevent users from scrolling past.
- Stay Human: Avoid "canned" or "dry" corporate videos; viewers on TikTok actively shun overly polished, "fake" content.
- Sound is Required: Always use trending audio or a clear voiceover; 90% of TikTok users watch with sound on.

Newsletter

Channel purpose and advantages:

To provide a "deep dive" into the movement's impact, document key lessons, and build long-term relationships with funders and supporters. Unlike social media, the newsletter acts as an "internal marketing channel" that strengthens the community and cultivates unity across diverse sectors.

Content format:

- One long form multi-media publication built in MailChimp (online newsletter platform)
- 1 x one-pager bulletin (PDF) circulated with sign up links

Content structure

Each newsletter will include:

1. Month highlights
2. Provincial news
3. Programme updates
4. Individual team news

Other considerations:

- Provide as many relevant links as possible. This may include links to website blogs, partner websites and embedded YouTube links for videos.
- Make the newsletter as visually appealing as possible. Avoid too much text. Summarise stories into blurbs and link each to the full version published on the website.



Language is important: how should you use it?

GBVF is a deeply emotive and complex issue. As such, communicators should be mindful of how language may land for survivors, the public, or partners. Tone should reflect seriousness, urgency, and humanity - without sensationalism, moralising, or jargon. The purpose of this guide is to strengthen clarity and empathy across all platforms, ensuring that our words contribute to safety and systemic change.

Language is also a powerful enabling tool. One that can fundamentally shift the narrative around GBVF, to position the situation as something that can be solved. Words can motivate and influence people, narratives can create understanding and support. Therefore we need to see language as a tool to construct a pathway to the ideal picture we all want to see - a South Africa free from GBVF.

Words to describe the Ending GBVF 100-Day Challenges:

Primary words	Ambitious Impact Collaborative Innovative Inspire Movement Results
Secondary words	Discover Sustainability System-shift Rapid Unstoppable

Key messages that describe conditions in the Ending GBVF 100-Day Challenges:

KEY MESSAGE #1: LEARNING JOURNEYS: 100-Day Challenges are structured journeys of learning and discovery where teams are encouraged to experiment and learn.

KEY MESSAGE #2: AMBITIOUS GOALS: Teams are encouraged to set unreasonable goals that feel almost impossible to achieve.

KEY MESSAGE #3: INTENSE COLLABORATION: A typical team consists of multiple stakeholders who are closest to the problem. They put aside their differences and hierarchies to work towards one goal.



KEY MESSAGE #4: FREQUENT INNOVATION: Teams test new ideas throughout the experience, including new processes, policies, tools and partnerships.

KEY MESSAGE #5: RAPID IMPLEMENTATION: GBVF is an urgent situation, there is no time to sit and over-strategise. When an idea and plan has merit, the team is quick to implement it.

KEY MESSAGE #6: SELF-GOVERNANCE: Teams set their own rules of engagement and establish their agency within their workplan.

The Core Method: Describing how the team works together during the 100-Day Challenge.

Use these terms to describe the daily actions of the 100-Day Challenges.

- **Sprints:** Do not call them "programs." They are "localized 'sprint' projects" designed to demonstrate quick, measurable impact.
- **Operationalizing:** These local projects are moving from "paper policy" (documents on a shelf) to "operationalizing" the strategies and plans. Teams don't just write about it; we make it function on the ground.
- **Provocations:** Instead of standard meetings, teams create "provocations" - innovative prompts designed to maintain momentum and encourage creative problem-solving.
- **Cross-Functional Collaboration:** A 100-Day Challenge team is not a closed group. They are "cross-functional teams" (magistrates, health workers, community leaders) breaking out of silos to work together.

"Say This, Not That" Cheat Sheet:

Instead of saying...	Say this...
"Fighting the war on GBV"	"Turning the tide" or "Reversing the trend",
"Targeting the youth"	"Mobilising the youth"
"Secret society of changemakers"	"Cross-functional teams with shared values",



"Accountability"	"Non-negotiable accountability" ,
"Implementing the plan"	"Operationalizing policy"
"Pilot programs"	"Sprints" or "Provocations" ,

Language to avoid using

- Avoid language rooted in violence, even metaphorically.
- Frame victims / survivors with dignity: avoid words that reduce them to victims or statistics.
- Do not frame GBVF work as a 'fight' or 'war': this language can reinforce harmful dynamics.
- Reflect community realities without exploitation: use consented stories, anonymised examples, and people-first language.
- When referring to a person who has experienced GBV, they should be referred to as 'victim / survivor', as it is up to the individual to decide where they are on their healing journey, instead of being stated by other parties.

Avoid Saying	Use Instead
<i>I was blown away</i>	<i>I was deeply moved / I really appreciated it</i>
<i>That was an overkill</i>	<i>That may have been excessive / That was more than necessary</i>
<i>Tackle GBVF / Fight GBVF / Combat GBVF</i>	<i>Address GBVF / Respond to GBVF / Work to end GBVF</i>
<i>Victims of GBVF</i>	<i>Victims / Survivors (Unless they specify their preference)</i>
<i>Empowering the voiceless</i>	<i>Supporting voices to be heard / Amplifying existing voices</i>



<i>War room / frontline battle</i>	<i>Core working group / urgent coordination space</i>
<i>Victim-blaming / culture of silence</i>	<i>Harmful norms / accountability gaps</i>
<i>Our war against GBVF</i>	<i>Our collective response to ending GBVF</i>



AI Guidelines.

Artificial Intelligence (AI) can be an incredibly valuable content creation tool, but it also comes with risks and ethical considerations. It needs to be used with caution.

For example, many of the social media platforms are de-prioritising content that is picked up as AI generated (text and images), which results in lower visibility and engagement. Many people are also catching on to commonly generated AI phrases and words. There is still an inherent distrust towards AI therefore if content is picked up as AI generated, it is trusted less. People still want authentic human created content.

AI also 'hallucinates'. This means that it fabricates facts and figures. This has been observed across all Large Language Models (LLMs) like ChatGPT, Gemini, Grok and Claude.

The ethical side also needs to be carefully considered. AI has the ability to produce 'shocking' images and videos that are almost indistinguishable from reality. This falsely leads people to believe what they see. This can be dangerously used to sell propaganda and mistruths which leads people to react in a certain way.



In light of these considerations, the following guidelines should be followed when using AI for content generation:

- For written content, always write out your key messages first - do not ask AI to generate it from the start. Use AI to edit / refine your work.
- When writing your prompt, always state the intended purpose, format, length and audience (who will this content be going to).
- Always specify the inclusion of accurate information. Ask it to provide recent references with the content it gives you. Cross check these references to see if the content is accurately represented.
- Always edit the content that AI gives you so you know exactly what is going out / being published.
- Give it language constraints: tell it to avoid using commonly used AI words like 'foster, rigorous, underscore, vital, foundation'
- Give it punctuation constraints: Tell it to not use dashes (-), and avoid A-B sentence structure: for example, "This is not just a promising result, it is a fundamental shift in the system".
- Do not use AI for photography generation. This does not work in social / gender related content.



Thank you for taking the time to read this communication strategy. We look forward to seeing your stories out there. Remember, if you need any support, please reach out to the communications team at the World of Impact:

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