



Marking a Century of Women's Suffrage  
Commémorer un siècle du droit de vote des femmes

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## Making Change: Using Social Media & Technology

*Making Change* is a collection of skill-based education modules, created to equip young women for a variety of political engagement.

These toolkits have three objectives:

1. To **engage and educate** women on a variety of issues that affect their daily lives in work and day-to-day
2. To **enable** women across Canada to explore different pathways to make change and engage in politics and policy on these issues
3. To **provide** policy options, strategies for engagement, and tools of empowerment to allow women to participate in the political and policy process in Canada



## Why use technology to make change? What do you need to know?

- Social media is a powerful tool that can facilitate public advocacy
- Social media/digital technology allows its users to reach bigger audiences and generate support
  - facilitates the creation and maintenance of social networks and support systems
  - Persons in rural/remote areas can access bigger audiences without the burden of commuting to the city
    - Especially if they do not have access to affordable transportation services
- It enables consumers to contact public officials/figures with ease
- Social media/digital technology allows for the rapid dissemination of information
- Social media has many purposes/functions: news, entertainment, etc. Social media impacts the discussion of news events by allowing its users to join the discourse.

## Making your use of technology meaningful and impactful:

Use accessibility settings/tools to include all social media consumers/users in discourse/work (e.g. [https://blog.twitter.com/official/en\\_us/a/2016/accessible-images-for-everyone.html](https://blog.twitter.com/official/en_us/a/2016/accessible-images-for-everyone.html))

## Tips and Tricks

Use online tools to generate bigger audiences

Use Hashtags to join the local/regional/national/ international discourse. Also use hashtags to situate your content on the medium platform (#)

Tag organizations/public figures to gain exposure

Use photos, videos, audio that will distinguish publications from other posts