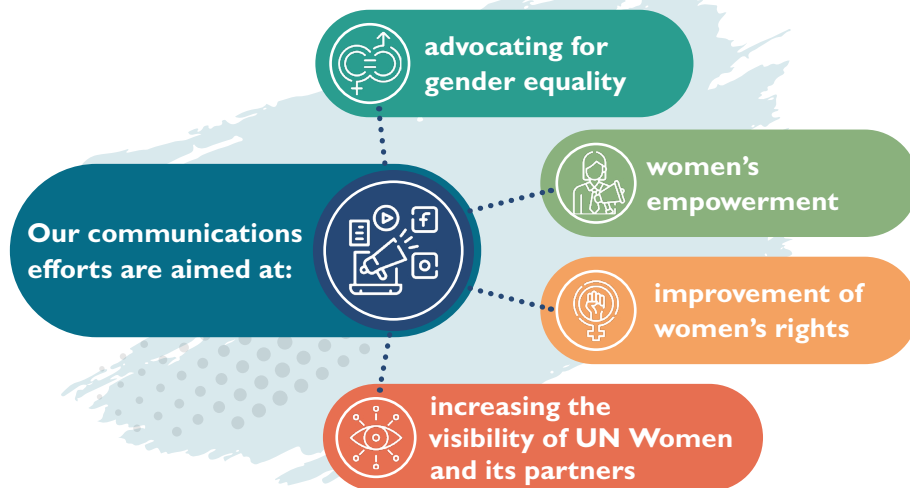


# Communications and Advocacy



## How we work?

**Communications**, **awareness-raising**, and **outreach** are an integral part of UN Women BiH work.



By capturing key aspects of UN Women portfolios, communications and advocacy includes producing relevant content, enhancing media outreach and collaboration with journalists, as well as development of new **communications partnerships**. Production of various communications materials, including videos, publications, articles, visuals, and stories, maintains the **high visibility** of our work, and enables significant **media presence** of UN Women and its donors/partners in the local, national and regional media space. UN Women continues to be the **designated media address** when it comes to media reporting about gender equality and women's rights in Bosnia and Herzegovina and provides media with the necessary information in its portfolio areas. By using media partnerships and collaborations, UN Women continued to enhance its communication with the **broader audiences** to advance reporting about gender equality and women's empowerment issues in the country.

## Main channels of communication:

- 13K** FOLLOWERS <https://www.facebook.com/unwomenbih>
- 4K** FOLLOWERS <https://www.instagram.com/unwomenbih>
- 3K** FOLLOWERS <https://twitter.com/unwomenbih>
- 150** VIDEOS <https://www.youtube.com/@UNWOMENBiH>

*UN Women supports Bosnia and Herzegovina to achieve gender equality, and works with governments and civil society organizations to design laws, policies, programmes and services needed to implement international gender equality commitments.*

## Key partners

- ▶ Journalists and editors across BiH
- ▶ Media outlets
- ▶ Journalism students
- ▶ CSOs
- ▶ Influencers
- ▶ Artists
- ▶ Public figures
- ▶ UN agencies

## Main campaigns

- ▶ 16 Days of Activism Against Gender-Based Violence
- ▶ International Women's Day
- ▶ Generation Equality

# Communications and Advocacy



## Our results

- Establishment of **partnerships with media outlets** through regular reporting on gender equality and women's empowerment in the context of UN Women activities, as well as specialized Op-Eds.
- Production of thematic series of publications **Focus on Gender** to provide knowledge on specific gender equality issues as well as recommendations to relevant stakeholders and actors.
- Development of internal **Communications Strategy** (2021-2025).
- Establishment of partnerships with many **influencers, artists and public figures** who joined UN Women in advocating for gender equality and women's empowerment.
- **Content creation** aimed at producing innovative multimedia formats on gender equality and women's empowerment, as well as portfolio areas.
- Continuous **growth of social media channels and followers**.
- Reflecting the work of the CO through contribution to the regional website (**UN Women Europe and Central Asia**) with articles on initiatives and activities in BiH.
- Continuous promotion of the integration of gender equality topics within **UNCT communications activities** on country level.

And many more...



## Achievements in numbers

### Year 2020



Number of media reports: **278**



Facebook reach: **1.137 K**



Twitter reach: **586.6 K**



Instagram reach: **65.4 K**

### Year 2021



Number of media reports: **567**



Facebook reach: **853.1 K**



Twitter reach: **633.7 K**



Instagram reach: **86 K**

### Year 2022



Number of media reports: **617**



Facebook reach: **884.7 K**



Twitter reach: **402 K**



Instagram reach: **79.1 K**

### Year 2023



Number of media reports: **543**



Facebook reach: **379.6 K**



Twitter reach: **316.7 K**



Instagram reach: **74.5 K**

## UN Women Office in Bosnia and Herzegovina



UN House, Zmaja od Bosne b.b.  
71000 Sarajevo  
Bosnia and Herzegovina



+387 33 293 560



unwomen.bih@unwomen.org