Fireflies Campaign against Gender-Based Cyber Violence

2020 Campaign Report
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Campaign Report
**Campaign Frame**

Violence against women (VAW) is a human rights violation and a universal issue that severely impacts victims/survivors, their families, and communities. It is both a cause and consequence of existing gender inequalities and power imbalances between men and women. The ongoing COVID-19 pandemic risked reversing the hard-won gains made in advancing gender equality and women’s and girls’ empowerment for many countries, including Turkey. During COVID-19, violence against women is manifested in different forms, including online and facilitated by Information and Communication Technology (ICT).

As a result of restrictive measures imposed due to COVID-19 and with schools and workplaces operating online, people spend more time at home and on online platforms. While there is still a lack of comprehensive global definition and data on online and ICT-facilitated violence (cyber violence), research suggests that women are both disproportionately targeted and suffer severe consequences as a result. Women and girls are subject to cyberviolence in different forms, such as physical threats, sexual harassment, stalking, cyberbullying, zoombombing, etc. Available data from some countries point to a worrying trend. Cyber harassment and cyberbullying have increased by 50% during quarantine in Australia. Simultaneously, the United Kingdom data shows that the number of complaints about visual sexual harassment doubled in March 2020. Vulnerable women and users with limited digital skills are more at risk. It is critical to address the increase of cyber violence against women during COVID-19 through concerted efforts of governments, civil society organizations, the private sector, and internet intermediaries.

**Fireflies light the dark**

The Fireflies Campaign draws attention to gender-based cyber violence to create a global e-solidarity network

- to support ending online discrimination against women and girls
- to create safer digital spaces where they can access information, services, and rights in a dignified way and raise their voices.

The Campaign leverages innovative technologies, in particular ICTs, to promote the empowerment of women and girls both in online and offline spaces.

Furthermore, the Campaign involves citizens as active agents in tackling gender-based cyber violence by bringing it into the public agenda through e-word of mouth and galvanizing many stakeholders, including local authorities, private companies, and public figures and organizations.
Since 2018, UN Women Turkey’s 16 Days of Activism campaign has been using fireflies as a symbol.

“Fireflies use blinking lights to communicate with each other and light the dark.”
Light it against cyber violence

Fireflies Campaign was run within the 16 Days of Activism framework against Gender-Based Violence Global Campaign, between 25 November and 10 December.

www.fireflies.digital

Take the test, asses your knowledge of cyber violence

See your score

Download the guideline

• What is cyber violence • its different forms
• available support

Challenge your friends to join the solidarity

The aim is to reach 1 milion #fireflies
Between 25 November – 10 December 2020:

220,000 fireflies were lit

68,417 users took the test

26,829 users checked their results

19,452 users further challenged others

9,846 users downloaded guideline

Average visit duration 1.21 min.

As of February 2, 2021, 260,000 fireflies are lit. The website will remain active until it reaches one million.
Conventional Media

The Campaign found comprehensive media coverage in printed, online, and audio-visual media. UN Women’s Media Compact partner Milliyet covered the campaign widely with exclusive news coverage, op-ed, interviews with celebrities, and expert opinions about cyber violence throughout the campaign period. Media Compact partner GQ Turkey also covered the campaign with an exclusive *Hype edition*.

Fenerbahçe TV, the HeForShe partner Fenerbahçe Sports Club’s official TV channel, supported the campaign widely.

* UN Women and Milliyet Newspaper’s joint Campaign announcement was selected as one of the best headlines of 2020 - (Nominated by MediaCat)
Printed
58 news, 9.9 million reach

Online media
378 online news, 3.8 million each

TV
23 news pieces on 15 different TV channels

Radio
5 interviews on radio

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Social Media

32% of the traffic to the Campaign website was from social media with 70% from Instagram

14.6 million people reached

The Campaign's video was widely promoted

#Fireflies reaching 166,000 on Twitter

UN Women Turkey collaborated with national and international social media accounts to increase the outreach of its social media campaign: @Catcallsofnyc @Turkishdictionary
UN Women Turkey accounts:

Facebook:
- 121 new followers,
- 3,854 engagement,
- 8,261,342 impressions

Instagram:
- 7,951 new followers,
- 23,404 engagement,
- 5,184,576 impressions

Twitter:
- 385 new followers,
- 4,859 engagement,
- 1.2 million impressions

HeForShe Turkey accounts:

Instagram:
- 211 new followers,
- 5,708 engagement,
- 60,049 impressions

Twitter:
- 111 new followers,
- 10,639 engagement,
- 1.6 million impressions

UN Women Global accounts:

Facebook:
- 1,105 engagement
- 47,365 impressions

Twitter:
- 1,088 engagement,
- 103,049 impressions
Power of e-Word of Mouth

Fireflies Campaign was supported by around 50 influencers, celebrities, and opinion leaders with about 30 million followers.

34 influencers voluntarily collaborated with UN Women, resulting in 1.5 million engagement.

16 influencers organically supported the campaign.
Fireflies on the streets

6 Shopping center screens including the iconic Atakule Tower in Ankara

The video ran on outdoor TVs in subway, metrobus and ferries
Billboard and digital screen placements in 5 municipalities
Digital Advertisement

UN Women Turkey worked with a digital advertising agency to boost the campaign on various digital channels. UN Women Turkey also received pro-bono support from WPP marketing & PR agency.

On YouTube, Twitter, Facebook, Instagram and Google

4,910,476 total reach
128,800 total engagement
123,228 total impression
Companies called millions to join the solidarity

More than 30 private sector companies and organizations supported the Fireflies campaign. Companies promoted the campaign by inviting their employees, customers, sister companies, stakeholders, and followers on social media.

- Fenerbahçe Sports Club, Galatasaray Sports Club, Koç Holding companies, Unilever, Allianz and **25 more companies** promoted the campaign through their social media accounts.

- Koç Holding, Istanbul and Ankara power distribution companies, PwC, KPMG, Coca-Cola, Nurol Construction, Yapı Kredi, Koton and 10 more companies promoted the campaign internally and encouraged its employees to light a firefly. Koç Holding, with more than **90,000 employees**, announced the campaign through its inter-company portal. The campaign reached more than 120,000 employees through the internal communication channels of the supporting companies.

- Yapı Kredi Bank, with approximately **7.7 million customers**, sent an informative e-mail to all its customers about the campaign and invited them to join the solidarity.

- Fenerbahçe Sports Club communicated the campaign to around **8 million people**

- A hyperlinked Firefly logo was placed on companies’ websites increased the traffic to the campaign’s website.
UN Women Turkey supported the Global Campaign

Besides the Fireflies Campaign, UN Women Turkey supported UN Women’s global 16 Days of Activism Campaign, through bolstering the global hashtags and themes, resulting in making Turkey one of the most active countries. Several Turkish celebrities and influencers supported the global campaign.
Ezgi Esma
195K followers

Ayse Tolga
710K followers

Bartu Kucukcaglayan
620K followers

#OrangeTheWorld

#GenerationEquality

*All data has been retrieved from brandSTL.com
UN Women Turkey also led the UN Gender Result Group’s joint digital campaign for the 16 Days of Activism. Within the Campaign, videos were produced, galvanizing action to stand against gender-based violence. One of the videos covered the joint call of Alvaro Rodriguez, Officer-in-Charge for UN Turkey, and Asya Varbanova, UN Women Turkey Country Director, where everyone was invited to join 16 Days of Activism.
Turkey's first open-air lighting installation exhibition, ‘Light the Dark’ illuminated Istanbul for gender equality

First opened in 2019 at a public park in Turkey’s capital, Ankara, as part of UN Women’s award-winning ‘Light the Dark’ campaign, this year the exhibition was expanded to a public park in Istanbul as part of the leading annual art fair, Contemporary Istanbul.
The Campaign results are based on the anonymous sex and age-disaggregated data collected through the interactive test at the campaign website and reflect the respondents’ level of awareness and knowledge on cyber violence. The data is reflecting the responses given within the campaign period between 25 November – 10 December 2020. The interactive test consists of 10 questions and is designed to assess the respondent’s level of awareness on online harassment and abuse, cyberstalking, online privacy, and cybersecurity. The gender and age data are collected through the interactive avatar selection function at the beginning of the interactive test, prompting respondents to select an avatar that best identifies them.

**Gender & Age Divide of the Website Visit**

- **Gender**
  - Female: 37.6%
  - Male: 52.4%

- **Age**
  - 18-24: 25%
  - 25-34: 20%
  - 35-44: 15%
  - 45-64: 10%
  - 55-64: 5%
  - 65+: 1%

**Globally 68,417 Respondents**

- **Gender**
  - Female avatar: 19%
  - Male avatar: 16%
  - Gender-neutral avatar: 65%

- **Age**
  - Youth: 28%
  - Adult: 51%
  - Child: 21%

**56,540 Respondents Across Turkey**

- **Gender**
  - Female avatar: 7%
  - Male avatar: 18%
  - Gender-neutral avatar: 75%

- **Age**
  - Senior: 3%
  - Adult: 32%
  - Youth: 60%
  - Child: 3%
Data shows that more women than men checked their test results (78%, 16%) and downloaded the guideline (81%, 12%). The rate of result check and downloads were higher among female respondents with 49% and 19%, respectively, as compared to 42% and 12% among male respondents. Similarly, while 37.6% of all female respondents further challenged their friends, the rate was 23.6% among male respondents. The result check (46%), download (20%) and challenge (30%) rates were relatively higher among those who identified with the gender-neutral avatar.

Female respondents were keener on learning further about and increasing awareness on cyber violence. This is especially true for young female respondents who has higher download (19%) and result check (50%) rates as compared with young male respondents (13%, 48%). While this is also true for adult female respondents who has a higher download rate (20%) as compared with male adult respondents (17%), the result check rate is higher among adult male respondents (64%) when compared with adult female respondents (46%).

Female respondents had a higher level of awareness overall with only 5% scoring low on the interactive test as compared to 14% among male respondents. While the majority of female respondents had a high level of awareness (51%) on cyber violence, the majority of male respondents had a moderate level of awareness (49%).
Other key findings

**More women (81%) than men (70%)** report online harassment cases. Even though men recognize online harassment, they do not report it.

Most respondents do not perceive online partner harassment as ‘love’ and would warn their partners.

**More women (88%) than men (78%)** consider constant messages as a form of cyber-stalking. While more men (14%) than women (7%) view it as a sign of being connected.

**More men (21%) than women (14%)** normalize online harassment against women politicians and would not report it.

Men are twice as conservative as women and think influencers should be more careful about what they post on social media to eliminate cyber-violence. More women (72%) than men (68%) consider online harassment against influencers as cyber violence.

**More men (21%) than women (9%)** consider sharing profile passwords as a sign of trust between partners. In contrast, more women (90%) than men (76%) view this as a violation of privacy—cyber violence.

The majority of both women and men are concerned about their privacy and recognize privacy violation as cyber violence. However, more women (38%) than men (28%) report violation of privacy cases.

Both women and men think anyone, regardless of gender, can be the victim of cyber-violence.
Next steps

- Fireflies Campaign will continue until it reaches to one million fireflies.
- In order to increase the ratio of male and global data the campaign may be promoted within specific target groups.
- Awareness raising sessions on cyber violence should be conducted specifically for men and boys.
- Gender based cyber violence should be included in masculinity studies and covered by projects targeting gender equality through male engagement.
- The cyber-violence guideline should be widely promoted and reach diverse target groups.

We would like to offer special thanks to campaign supporters:

**Allianz | Fenerbahçe SK | IChild | Kanal D | Koç Holding | Koton | Nurol Holding | PwC | Simple | Unilever | Yapı Kredi | Yeşim Tekstil**

for their close cooperation and support that they mobilized through mainstreaming the campaign in their corporate 16 Days of Activism communications within their entire network including their employees and customers.

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for providing support through their social media accounts and dissemination of the messages to a wider audience.
The campaign and this report aim to contribute to the available literature and data on cyber violence against women and girls in Turkey and worldwide. UNWomen aims to further use these findings to contribute to developing studies, projects, and programmes to tackle gender-based cyber violence.

Campaign results are not based on a scientific methodology. The results are based on the data gathered from citizens who have heard about the campaign. Thus, the results cannot be generalized and reflected as research data. The data obtained from the report can in no way be taken to reflect the views of UN Women.

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