



MYANMAR 2023

16 DAYS AGAINST GENDER BASED VIOLENCE

In 2023, the 16 Days of Activism campaign theme is: **UNiTE!-Invest to Prevent Violence Against Women and Girls.**

One way to join the campaign is by making short videos for social media, encouraging civil society, donors, partners and other stakeholders to share their views on why it's important to "Invest to Prevent Violence Against Women & Girls". This guide provides tips for making your video and includes example questions to ask your video subjects.

For more tips and resources, the **Myanmar United Nations Country Team Gender Theme Group** has developed the **2023 Myanmar Partner Toolkit for the 16 Days of Activism Against Gender-Based Violence** and the **2023 Myanmar 16 Days of Activism Trello Board**.

MAKING SHORT-FORM ADVOCACY VIDEOS FOR SOCIAL MEDIA

1. IDENTIFY AND PREPARE YOUR INTERVIEWEE

Think about who you want to film for your video. You might choose people from your community who have a message to share. You might also choose donors, partners and leaders who can talk about why and how they invest in ending and preventing gender-based violence.

Once you know who you will film, you need make sure they understand where the video will be posted and that they consent to it being used. If you are filming children, make sure you have permission from their parent or guardian.

And don't forget to ask them to wear something orange!

2. GET READY TO FILM

You don't need a lot of equipment. To film a short-form video for social media, all you need is a smartphone. Here's some planning tips to think about:



- **Location, location, location**
Find a place to film that has natural light and isn't noisy.
Think about your background – you want to make sure there isn't anything distracting in the background that will take away from your message.
- **Shoot vertical content**
Most social media platforms will show video on mobile devices in a vertical format. Using vertical formats allows the video to take up the full width of a phone screen.
- **Shorter is sweeter**
Try to keep your video to less than a minute. Thirty seconds is even better. If the person you're filming has more than a minute of great things to say, you can always make multiple videos and post them throughout the campaign.
- **Be authentic**
Showing people being passionate, honest and real in your video is much more important than high production value or fancy editing.

3. START FILMING AND ASK YOUR QUESTIONS

Here are some questions you can use or adapt:

Question for individuals:

- How are you taking action to end and prevent gender-based violence?
- What can individuals – including men and women – in Myanmar do to end and prevent gender-based violence?

Questions for partners and civil society

- Why is it important to fund women's organizations in Myanmar?
- How does the work of local women's rights organisations in Myanmar help end and prevent gender-based violence?

Questions for donors

- How are you investing in ending and preventing gender-based violence in Myanmar?
- What type of investments are needed in Myanmar to end and prevent gender-based violence?



4. EDIT & POST YOUR VIDEO

When editing, make sure you make your video accessible to different audiences. Here's some tips to consider:

- Leave enough time for viewers to read animations or text.
- Add captions in relevant languages.
- Avoid flashing content.

Don't forget to add hashtags to link your content to the #NoExcuse campaign:

The main campaign hashtags are:

- #NoExcuse **(English)**
- #မည်သည့်အကြောင်းပြချက်မှမရှိ **(Myanmar)**
- #16Days **(English)**
- #၁၆ရက်တာလှုပ်ရှားမှု **(Myanmar)**

When you have space, you can also add:

- #OrangeTheWorld **(English)**
- #လိမ္မော်ရောင်လွမ်းသောကမ္ဘာဆီသို့ **(Myanmar)**

FOR MORE INFORMATION CONTACT

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