12th Equality, Diversity and Inclusion Conference, 22-24 July, 2019

**Workshop Title**: EDI Online Campaign

**Workshop Organizer**: Shlomit Lir

# Presenter Bio

Dr. Shlomit Lir is a postdoc researcher at the Center for Israel Studies at Ben–Gurion University of the Negev, specializing in gender and technology and the gendering of digital identity.

Dr. Lir is an accomplished writer who writes on issues concerning social justice, inclusion, diversity and women rights. Among the books she edited are the anthology "In Visible Ink" (Hebrew, 2015) and a book on Israeli *Mizrahi* feminist identity, To My Sister, Mizrahi, Feminist Politics (Hebrew, 2007).

Dr. Lir is the initiator and CEO of Women Activists Online, a hub initiative designed to promote women leadership through online platforms.

# Abstract

Whereas in in traditional media (newspaper, television and radio) it is not easily possible to raise awareness to social issues, such as the principles of diversity, inclusion and equality, new media, with its lack of official gate-keepers allows more room to diverse social groups to participate in the public sphere and promote social agenda.

The EDI Online Campaign Workshop offers participants the knowledge, the tools and the experience of conducting an online campaign; this, with the aim of having the campaign's products posted online via Twitter and Facebook.

# Learning Outcomes

1. Participants will learn how to plan an online campaign.
2. Participants will view various examples of social online campaigns.
3. Participants will work in interactive groups and participate in an online campaign.
4. Photos with the Messages will be posted on Twitter and Facebook with one chosen hashtag.

# Workshop Plan

**Summary:**

This workshop allows the gaining of tools to advance social justice through online means; this while participating in interactive group and experiencing using online platform for advancing a social agenda.

**Main Steps:**

First, the participants will be given a short presentation on how to conduct an online campaign and see some examples of various international campaigns.

Second, the participants will be divided into small groups and will work together on their online campaign.

Third, group members will be photographed holding a short-written message. Alternatively, their messages alone will be photographed.

Fourth, the photos will be tagged with users' names and posted online – with the hashtag #EDI-4-social-justice, or with another hashtag chosen by the group for the campaign.

Finally, the posts will be supported by likes and retweets in a manner that helps raise awareness of the chosen topic.