

LEADERSHIP DEVELOPMENT ONLINE ACTIVISM

INTERNATIONAL WORKSHOP IN ESBJERG,
DK

JANUARY 19-23, 2025



Equal Futures

2023-3-DK01-KA210-YOU-000174979

Co-funded by the
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of the European Union



REFLECTION

“What Stood Out to You?”:

- **GENDER EQUALITY**
- **INTERSECTIONALITY**
- **FEMINISM AND FEMINIST THEORY**
- **ADVOCACY SKILLS**



5 min - Discuss in pairs 1 key insight or learning/

topic



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TODAY's OBJECTIVES



Developing leadership qualities to inspire and mobilize change.

Explore leveraging digital platforms for activism and advocacy.



People

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LEADERSHIP DEVELOPMENT FOR WOMEN EMPOWERMENT

Women leaders who inspired you

Tell us who & why

What skills and characteristics of her
impressed you?





Defining Leadership in Women Empowerment

- What **characteristics** effective leaders have?
(e.g. confidence, resilience, empathy, vision)
- Is it **important** to have women in leadership roles?
- What are the **common barriers** women face?
(e.g., stereotypes, imposter syndrome, systemic biases)
- What does leadership **mean to you**?
- How can women leaders make a **difference in your community**?



10 MINUTES BREAK



BUILDING CORE LEADERSHIP SKILLS

Hands-on Activity: Confidence Building

What strengths make you a potential leader?

Take **5 min.** to list your personal strengths.

BE BRAVE AND SHARE WITH THE GROUP.

Discuss:

How do you overcome self-doubt?

How do you celebrate achievements?



Hands-on Activity 2: Role-Playing Leadership Scenarios

STEP 1: 4 people /group/ a leadership challenge

- Addressing Gender Bias in a Team.
- Budget cuts impact a Women's Initiative
- A talented young woman doubts her leadership abilities. How do you mentor her?
- Some staff oppose to a gender equality training as unnecessary
- Advocating for gender equality policies.

STEP 2: **10 min.** - solution and leadership approach

STEP 3: Each group presents their scenario: **5 min./group**

STEP 4: Discuss decisions, strengths, and areas for improvement **3 min./group**





Reflection & Takeaway

- What **leadership skills** do **you feel** most confident in after today?
- **How can you inspire** and **empower** others as a leader?

LUNCH BREAK 1 HOUR



Understanding Online Activism

Examples of successful digital feminist campaigns? #MeToo or #HeForShe



DIGITAL FEMINIST ACTIVISM

Discussions:

- What makes these campaigns effective?
- What challenges do they face?



Key Components of an Effective Online Campaign

01

Clear Goals: The purpose desired Outcomes

02

Audience:
Know your audience Tailor your message

03

Compelling Content:
Visuals
Text
Stories

04

Engagement Strategies: Polls, Challenges, Interactive posts

05

Use Tools:
Canva
Buffer Instagram

Hands-On Activity:

Create a Mini Online Campaign



STEP 1: 4 people/GROUP

STEP 2: Each group create a mini campaign – **30 min**

STEP 3: Presentations: **2-min pitch**/group

TITLE AND HASHTAG

TARGET AUDIENCE

VISUAL CONTENT IDEA

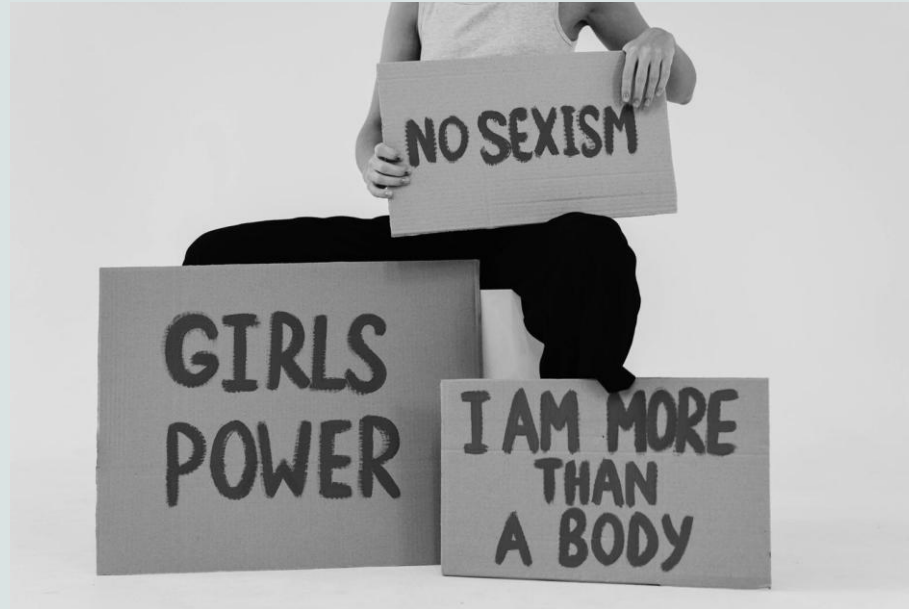
e.g., a meme, infographic, or short video

ENGAGEMENT PLAN

e.g., social media challenges

TACKLING CHALLENGES IN ONLINE ACTIVISM

WHAT CHALLENGES DO YOU SEE
IN



WHAT SOLUTIONS?

BEST PRACTICES

Ex:

- Online harassment and trolling.
- Misinformation and fake news.
- Activism burnout and fatigue.

EX:

- Reporting and blocking abusive users.
- Collaborating with allies and organizations.
- Practicing self-care and setting boundaries.

Leadership Digital Feminist Activism



CLOSING REFLECTION

HEAD

What new do you
learn today from
the workshop?



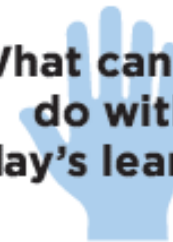
HEART

How are you
feeling (related to
the workshop)?



HAND

What can you
do with
today's learning?



SHARE YOUR REFLECTIONS

FEEDBACK & CERTIFICATES

**THANK YOU FOR
PARTICIPATION!**

Please give us your feedback!

Certificates of completion 😊



Thank you!

Project website:



<https://equalfutures.eu/>

DISCLAIMER:

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