

## HOW TO SHARE YOUR CAMPAIGN AND BUILD THE MOVEMENT!

It's important to share your campaign, so that together we can send as strong a message as possible that we want a world free from violence against women. Here are some ways for you to help build a strong collective call to everyone to Take Back The Tech! to end violence against women.

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### MAKE A STAND, BUILD THE CONVERSATION AND SHARE WHAT YOU KNOW

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#### 1. PUT A CAMPAIGN BANNER ON YOUR BLOG, PAGE OR SITE

- Include a Take Back The Tech! campaign banner on your blog, website or social networking page.
- You can find a list of banners on the visuals and multimedia section of the site: <http://www.takebackthetech.net/organise/visuals-multimedia>
- Either add the code into the HTML area of your site, or right click and save the image in your computer to be uploaded.
- Take a screen shot of your site, and grow the visual mosaic of Take Back The Tech! supporters and campaigners: <http://www.takebackthetech.net/create/print-screens>
- Adapt and create your own campaign banners and share them with other campaigners: <http://www.takebackthetech.net/create/banners-logos>

#### 2. TAG YOUR BLOG POSTS AND TWITTER MESSAGES

- A tag is a keyword that is assigned to particular content (e.g. picture, article). It is also usually a keyword that is chosen by the author/creator of an item according to her/his personal preference, instead of by a pre-defined classification scheme. By sharing or using the same tag, we can also make a statement that this area is important to many people.
- If you are blogging about the campaign or issues related to violence against women and/or technology, tag your posts in Technorati. Technorati is a search engine for blogs, which also allows us to pull together and publish all blog posts that are using the same Technorati tag.
- To tag your posts, simply copy and paste this code in the html area of your blog posts:  

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<!-- technorati tags begin --><p style="font-size: 10px;" ds_newline="" align="right">technorati tags: <a href="http://technorati.com/tag/takebackthetech" rel="tag" ds_newline="directory">takebackthetech</a></p><!-- technorati tags end -->
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- You can also register your blog with us during the campaign period, and the campaign website will publish all your posts without needing individual tags.
- To register, create an account on the campaign website, click on "ka-BLOG profile" and fill in the form: <http://www.takebackthetech.net/user/register>
- If you are on twitter, make violence against women the most important topic of conversation by posting facts, questions, stories and calls to action on your daily tweets. Retweet relevant messages, and use the campaign hashtag in all your tweets: #takebackthetech
- We will be aggregating and publishing all campaign tweets on the campaign site.

#### 3. BUILD KNOWLEDGE

- We use del.icio.us to share bookmarks on websites or articles that is related to violence against women and ICT.
- The website del.icio.us (pronounced as "delicious") is a social bookmarking web service for storing, sharing, and discovering web bookmarks. Basically, it allows users to share their bookmarks with other Internet users or with members of their communities, using common tags.
- To set up your own del.icio.us account: go to <http://del.icio.us>.
- Anytime you come across a useful resource, include the campaign tag to share it with other Take Back The Tech! campaigners. The campaign tag is: takebackthetech
- Start by tagging your campaign website and [www.takebackthetech.net](http://www.takebackthetech.net).
- Find out more about del.icio.us on our 2006 daily action: <http://www.takebackthetech.net/daily-actions/06/12/1>

## 1) CREATE AN ACCOUNT ON THE CAMPAIGN WEBSITE

- When you create an account, you're able to add content to the campaign website and share your action with other campaigners.
- To register, go to: <http://www.takebackthetech.net/user/register>
- Once you have registered, add your campaign by filling in the "local action profile"
- We will be featuring different Take Back The Tech! campaigns throughout the website, using your write-ups and images that is in the "local action profile". Don't forget to add "what", "who", "how", "when" and information that you would like others to know about your campaign.
- If emailing is more accessible to you, you can also send us your campaign information and materials and we can help you set up your campaign account. Email: [ideas@takebackthetech.net](mailto:ideas@takebackthetech.net)

## 2) MAP YOUR CAMPAIGN

- Map your campaign on the campaign map. Each dot represents a group of people coming together to take action, so the more dots we add, the more visible our campaign!
- In "local campaign profile", there is a map under "location". To map, click on the area where your campaign is taking place. It will place a marker on the location where you click (if you made a mistake, just click on the mark to remove it and try again)

## 3) ADD PICTURES, VIDEOS AND ANY OTHER CONTENT

- Once you have registered, you can create as many different types of content as you like. You can upload pictures, share videos clips or audio files, write blog posts etc.
- To add content, log in and click on the options on the different types of content you can add. This includes digital postcards, videos, blog posts and more.

## 4) TRANSLATE CAMPAIGN ACTIONS AND RESOURCES

- This campaign site was created through collaborative writing efforts from people from different places.
- Translate the campaign slogan, banner, kit, resources or anything you feel comfortable in doing, to help support initiatives where you are. Use the campaign website as a platform for your activism!
- Send your translations as an email attachment to: [ideas@takebackthetech.net](mailto:ideas@takebackthetech.net). We'll make sure your translations get uploaded within 24 hours.
- Or simply add them as comments to the translate & localise section of the site: <http://www.takebackthetech.net/write/translate-localise>.