

NGO CSW67

Advocacy

Toolkit

A guide that will help NGOs, civil society representatives and feminist activists build their capacity to advocate for their organization, work, and global gender equality at the CSW.





CONTENTS

01	Introduction	2
02	The UN Basics	
	Purpose of the UN	4
	UN General Assembly	5
	UN Security Council	5
	Economic & Social Council	5
	UN Women	6
03	CSW67 and NGOC SW67	
	Overview of Women's Human Rights at the UN	7
	CSW67 Outcome Document Negotiations Process	12
	How to advocate at the CSW	14
04	Advocacy and Research Group	
	Advocacy & Research Group	17
	ARG 5 Key Recommendations for CSW 67	18
05	Digital Advocacy: Tips for advocating online	20
06	Acknowledgments	25
07	Appendix	
	Advocacy resources	26
	Gender equality terms and UN language	27



INTRODUCTION

Photo: NGO CSW NY

NGO Committee on the Status of Women, NY (or NGO CSW/NY) is a convener of global civil society for the annual UN CSW and global gender equality advocacy. We are a coalition of NGOs, civil society organizations, and individuals concerned with gender equality and the rights and empowerment of women and girls.

NGO CSW/NY's main project is organizing the annual NGO CSW Forum in order to bridge the gap between global civil society and grassroots organizations, and the official UN Commission on the Status of Women process in New York.

The annual NGO CSW Forum and United Nations (UN) Commission on the Status of Women (CSW) are one of the largest gatherings of feminist civil society and women's rights activists. Each year, we hear from UN Member State representatives about how inspiring and energizing the CSW is due to the overwhelming presence of civil society's passion and dedication to gender equality and the advancement of women and girls globally.

There are a myriad of ways for civil society to participate in the NGO CSW Forum and UN CSW. It is a great space for networking, sharing your organization's work, and learning about gender equality issues and actions. However, it's also a great place for advocacy within the UN and with Member States. While many NGO CSW Forum and UN CSW participants are seasoned experts in advocating in this space, there are new feminists and advocates coming into the NGO CSW Forum and CSW space every day!

NGO CSW/NY recognizes that the United Nations system can be overwhelming and newcomers may not know where to start, so we've created this Advocacy Toolkit to use as a starting point. This toolkit will help NGOs, civil society representatives and feminists build their capacity to advocate for their organization, work, and global gender equality at the CSW.



THE BASICS: UNITED NATIONS BASICS

Photo: Phil Roeder/Getty Images

PURPOSE OF UN

The United Nations (UN) is an international organization that was founded in 1945, shortly after the end of World War II. The work of the UN is guided by the purposes and principles outlined in its founding Charter. The purpose of the United Nations is:

- To maintain peace throughout the world,
- To develop friendly relations to help nations work together to improve poverty, to end hunger, disease and illiteracy, and to encourage respect for each other's rights and freedoms.

The UN's membership has grown from the original 51 Member States in 1945 to the current 193 Member States. The Holy See and the State of Palestine are Non-Member Observer States, and several international organizations are recognized as Permanent Observers.

The main bodies of the United Nations are the General Assembly, the Security Council, the Economic and Social Council, the Trusteeship Council, the International Court of Justice, and the UN Secretariat. All were established under the UN Charter when the UN was founded.

More information on the United Nations:

<https://www.un.org/en/about-us>

UN website on Membership

<https://www.un.org/en/about-us/member-states>



UN General Assembly

The UN General Assembly (UNGA) is the main deliberative decision-making organ of the UN. The General Assembly is composed of all 193 Member States, making it the only UN body with universal representation. Each Member State has an equal vote in General Assembly deliberations on issues such as peace and security, the election of Security Council and Economic and Social Council (ECOSOC) members, and budgetary questions. The General Assembly meets in regular sessions from September to December each year, and thereafter as required.

More information and news on the General Assembly: www.un.org/en/ga



Currently, the ten non-permanent members (with end of term year) are: Albania (2023), Brazil (2023), Ecuador (2024), Gabon (2023), Ghana (2023), Japan (2024), Malta (2024), Mozambique (2024), Switzerland (2024), and the United Arab Emirates (2023).

Each Member of the Security Council has one vote, and the permanent members have the right to veto. Under the Charter of the United Nations, all Member States are obligated to comply with Security Council decisions.

More information and news on the Security Council: www.un.org/securitycouncil



UN Security Council

The Security Council has primary responsibility for the maintenance of international peace and security. It also develops friendly relations between and among nations, cooperates in solving international problems, promotes human rights, and is a center for harmonizing the actions of nations.

The Security Council is composed of 15 Members, five permanent and ten non-permanent. The five permanent members are China, France, Russian Federation, the United Kingdom, and the United States. The ten non-permanent members are elected for two-year terms by the General Assembly.

Economic and Social Council (ECOSOC)

The Economic and Social Council (ECOSOC) is the principal body for coordination, policy review, policy dialogue, and recommendations on economic, social, and environmental issues, as well as implementation of internationally agreed development goals. It serves as the central mechanism for activities of the UN system and its specialized agencies in the economic, social and environmental fields, supervising subsidiary, and expert bodies. It has 54 Members elected by the General Assembly for overlapping three-year terms.

It is the United Nations' central platform for reflection, debate, and innovative thinking on sustainable development.

The Commission on the Status of Women is a subsidiary body of ECOSOC and functions under the guidance and oversight of ECOSOC. ECOSOC remains the only main UN body with a formal framework for NGO participation. Thousands of NGOs enjoy consultative status with ECOSOC. Consultative status is a formal relationship between NGOs and the UN to allow NGOs to participate in the work of the UN. NGOs with consultative status can participate in regular sessions of ECOSOC, its functional commissions and its other subsidiary bodies by attending official meetings, submitting written statements prior to session, participating in debates, and more. NGOs can apply for consultative status with ECOSOC [here](#).

**More information and news on
ECOSOC:**

<https://www.un.org/ecosoc/en> 

Learn about consultative status:

http://csonet.org/content/documents/ECOSOC%20Brochure_2018_Web.pdf 

More information on UN Women:

<https://www.unwomen.org/en> 

UN Women

UN Women was created in 2010 after years of advocacy and organizing by feminist, women's human rights organizations under the banner of the Gender Equality Architecture Reform (GEAR) Campaign together with the UN Development Fund for Women (UNIFEM). UN Women was formed by the merger of four women's entities at the UN. Its main roles are to support the intergovernmental bodies, such as the CSW, in their formulation of policies, global standards and norms. It also helps Member States to implement these standards and hold the UN system accountable for commitments on gender equality. During the CSW, UN Women acts as Secretariat and organizes special preparatory events and briefing sessions for Member States and is responsible for organizing substantive papers, such as the Report of the Review and Appraisal of the Beijing Platform for Action, based on government reports.

As the Secretariat for the CSW, UN Women also manages the written and oral statement applications by NGOs. UN rules stipulate that only NGOs with official relations with the UN through the ECOSOC have full privileges, such as speaking at official intergovernmental meetings. It should be noted that some NGOs are accredited to the UN through the UN Department of Public Information (DPI) or through UN conferences; these NGOs cannot submit written or oral statements to UN Women for the CSW.



CSW67 OVERVIEW

Photo: UN Women Ryan Brown

The Commission on the Status of Women (CSW) is a functional body of the United Nations Economic and Social Council (ECOSOC), which is tasked with the promotion of gender equality and the empowerment of women and girls in all their diversity. The Commission consists of representatives of 45 Member States elected for a period of four years. Each year, the UN CSW hosts member states, civil society organizations (CSOs), and other UN entities for a two-week session at the UN Headquarters in New York to discuss the progress and challenges of promoting gender equality throughout the world. The CSW provides a unique opportunity for leaders in gender equality, women's rights and women's empowerment to influence the UN agenda, to review themes of the Beijing Platform for Action (BPfA) and ensure their alignment to the 2030 Sustainable Development Agenda. Each year, the UN CSW focuses on a specific theme related to gender equality, known as the 'priority theme' of CSW. The CSW evaluates progress in implementing agreed conclusions from previous sessions as a 'review theme'.

The sixty-seventh session of the CSW will take place from 6 to 17 March 2023 and will consider the following themes:

- Priority theme: Innovation and technological change, and education in the digital age for achieving gender equality and the empowerment of all women and girls.
- Review theme: Challenges and opportunities in achieving gender equality and the empowerment of rural women and girls.

After being drafted by the Commission, the outcomes and recommendations of each session are then forwarded to ECOSOC for follow-up. The UN CSW is supported by UN Women. For more information please contact csw@unwomen.org.



NGO CSW67 FORUM OVERVIEW

Photo: NGO CSW NY

The NGO CSW Forum is an annual civil society gathering that runs parallel to the official UN CSW focusing on the same priority and review themes. Over the two weeks of the UN CSW, NGO CSW/NY organizes almost 800 events during the Forum that inform, engage and inspire grassroots efforts and advocacy needed to empower women and girls. This provides civil society organizations (CSOs) and activists the unique opportunity to engage in the processes and CSW sessions without ECOSOC-accreditation or a UN grounds pass.

The NGO CSW Forum is organized by NGO CSW/NY. For more information please visit <https://ngocsw.org/ngocswforum>.

NGO CSW FORUM AND UN CSW

- Civil society gathering parallel to the UN CSW & outside of the UNHQ
- Organized by NGO CSW/NY (a civil society organization)
- Hosts virtual & in-person Parallel Events and other civil society-led events/activities/spaces
- Recommendations prepared by civil society to include in the CSW outcome document
- Free and open to the public
- Official UN Commission at the UNHQ
- Coordinated by UN Women (a UN agency)
- Hosts official Side Events organized by UN agencies, Member States and CSOs
- Outcome document negotiated by Member States
- Only ECOSOC-accredited orgs can officially register



ADVOCACY AT THE CSW67 AND NGO CSW67 FORUM

Photo: NGOCSW NY

OVERVIEW OF WOMEN'S HUMAN RIGHTS AT THE UN

THE BEIJING PLATFORM FOR ACTION (BPFA)

In 1995, 50,000 participants and activists gathered in Beijing for the UN's Fourth World Conference on Women. After two weeks of deliberation, 189 governments agreed on the Beijing Declaration and the Beijing Platform for Action (BPfA), a progressive blueprint for advancing women's rights and women's empowerment. As a defining framework for change, the BPfA made comprehensive commitments under "Twelve Critical Areas of Concern" that cover issues from political participation and economic justice to health and education, gender-based violence and environment. Over 25 years later, this historic document stands as the gold standard for policies to achieve global gender equality and women's rights.

12 CRITICAL AREAS OF CONCERN OF THE BEIJING PLATFORM FOR ACTION

- Women and the environment
- Women in power and decision-making
- The girl child
- Women and the economy
- Women and poverty
- Violence against women
- Human rights of women
- Education and training of women
- Institutional mechanism for the advancement of women
- Women and health
- Women and the media
- Women and armed conflict

Source: <https://beijing20.unwomen.org/en/about>

Although the BPfA is the strongest gender equality and women's human rights document in the UN, it is "soft law" and not legally binding. This means that it implies a moral obligation for Member States to comply, but governments are free to consider their way of implementing the content of these texts.

The CSW is devoted to the review and progress in the implementation of the BPfA.

CONVENTION ON THE ELIMINATION OF ALL FORMS OF DISCRIMINATION AGAINST WOMEN (CEDAW)

Gender equality and women's human rights are an intrinsic part of comprehensive human rights. This is most clearly affirmed in the 1979 Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), along with its 1967 Declaration and 1999 Optional Protocol. CEDAW develops and clarifies the principles of gender equality and nondiscrimination. Unlike the Beijing Platform for Action, CEDAW is a human rights treaty and is legally binding for those countries that have ratified it. Through CEDAW's General Recommendations on topics such as violence, health, conflict and post-conflict, it outlines in detail the obligations of States according to international law and requires governments to take proactive action to prevent the violation of women's human rights, thus ensuring that women's human rights can guide the implementation of the BPfA. To date, CEDAW is nearly universally signed, with 188 signatories and 99 ratifications.

SUSTAINABLE DEVELOPMENT GOALS

At the UN Sustainable Development Goals (SDGs) Summit on 25 September 2015, 193 Member States of the UN unanimously adopted the 2030 Agenda for Sustainable Development, which includes an ambitious set of SDGs. The SDG framework brings together the three dimensions of sustainable development—economic, social and environmental—with 17 goals and 169 targets to be met by all countries before 2030. The 2030 Agenda is a comprehensive agenda that reaffirms previous agreements, such as the BPfA and CEDAW, as well as Agenda 21 and the 2012 UN Conference on Sustainable Development. The SDGs are universal and based on the principles of human rights. Goal 5, to "achieve gender equality and empower all women and girls," is recognized as critical to the successful implementation of all the SDGs.

In addition to being a stand alone goal, gender equality cuts across all other SDGs and contributes significantly to them all. For example, closing the gender gap in earnings, bargaining power, or access to land is essential to achieving food security. Indeed, gender equality is a "key pathway" to ensuring lasting poverty reduction and shared prosperity.

TARGET UNDER SDG 5, GENDER EQUALITY



ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

- 5.1** End all forms of discrimination against all women and girls everywhere.
- 5.2** Eliminate all forms of violence against all women and girls.
- 5.3** Eliminate all harmful practices
- 5.4** Recognize and value unpaid care and domestic work .
- 5.5** Ensure women's full and effective participation and equal opportunities for leadership at all levels.
- 5.6** Ensure universal access to sexual and reproductive health and reproductive rights.
- 5a** Undertake reforms to give women equal rights to economic resources.
- 5b** Enhance the use of enabling technology, in particular information and communications technology.
- 5c** Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality.

The 1995 Beijing Platform for Action cited 12 critical areas of concern. Here is how later documents address them.

AREA OF CONCERN	CONVENTION ON THE ELIMINATION OF ALL DISCRIMINATION AGAINST WOMEN	THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT
Women and Poverty	Article 13. Women have a right to family benefits, bank loans, mortgages, and other forms of financial credit.	Goal 1. End poverty in all its forms. Goal 10. Reduce inequality within and among countries.
Education and Training of Women	Article 10. Women and girls should receive career and vocational guidance and have access to education opportunities on par with men or boys.	Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
Women and Health	Article 12. Women have the right to family planning services.	Goal 3. Ensure healthy lives and promote well-being for all at all ages. Goal 2. Achieve food security and improved nutrition and promote sustainable agriculture.
Violence Against Women	Article 5. Modify the social and cultural patterns of conduct of men and women, with a view to achieving the elimination of prejudices and customary and all other practices	Goal 16. Promote peaceful and inclusive societies , provide access to justice for all and build effective, accountable and inclusive institutions at all levels.
Women in Armed Conflict	General Recommendation 30. Women in conflict prevention, conflict and post-conflict situations	Goal 16. Promote peaceful and inclusive societies, provide access to justice for all and build effective, accountable and inclusive institutions.
Women and the Economy	Article 14. Governments should end discrimination against women in rural areas so that they may participate in and benefit from rural development. Article 11. Women have an equal right to work with men, including pay, promotions, training, health and safety	Goal 8. Promote sustained, inclusive and sustainable economic growth full and productive employment and decent work for all.
Women In Power and Decision-Making	Article 16. Women have the same rights as their husbands in marriage, childcare and family life. Article 7. The right of women to vote, to participate in forming and implementing government policies and to join public and political organizations. Article 9. Equal rights with men to keep and change their nationality and to grant their nationality to their children.	Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development.
Institutional Mechanisms for the Advancement of Women	Article 10. Women are to be equal before the law.	Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development.
Human Rights of Women	Article 3. Governments should ensure that women can enjoy basic human rights and fundamental freedoms. Article 4. Governments can adopt temporary special measures to accelerate equality for women. Article 2. Governments shall take concrete steps to eliminate discrimination against women.	
Women and the Media	Article 5. Governments shall take appropriate measures to eliminate sexist stereotyping.	
Women and the Environment	General Recommendation 37. Gender-related dimensions of disaster risk reduction in the context of climate change	Goal 13. Take urgent action to combat climate change and its impacts. Goal 15. Sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.
The Girl-Child	Article 10. Reduction of female student drop-out rates and the organization of programs for girls and women who have left school prematurely;	Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. Goal 3. Ensure healthy lives and promote well-being for all at all ages.



UN CSW67 OUTCOME DOCUMENT NEGOTIATIONS PROCESS

Photo: UN Women/Ryan Brown

The outcome of the Commission's consideration of the CSW67 priority theme will take the form of agreed conclusions, to be negotiated by all Member States. This outcome document outlines actions to be taken on the priority theme by governments and other stakeholders including UN agencies, private sector, civil society organizations, trade unions and more.

The outcome document is produced through a series of negotiations called "informal consultations." Every decision begins with a first draft of the document called the "Zero Draft," which is available for download on the UN Women's CSW website towards the end of January.

Most of the text proposed in the Zero Draft is based on existing agreed-upon language that comes from former outcomes of the CSW, reports by other UN bodies, or research that is conducted under a mandate of the UN. Member States can propose amendments to the Zero Draft. These proposals are collected and reflected in an updated draft called the "compilation text."

Rounds of negotiations are called "readings." The first reading is the presentation of government proposals, which is a chance to discover Member States' position on issues.

The final reading has several possible outcomes:

1. All Member States adopt AD REF to all the paragraphs during a plenary session of the negotiations or during sessions of different caucuses. It is then agreed language.
2. The facilitator or the Chair or the Bureau streamlines the remaining square brackets and proposes a final text to propose for an agreement. If the States agree, it is then agreed language.
3. If no agreement can be found on any of the former proposed texts, the latest version is submitted to a vote. Even though a large majority approves the text, the language will not be accepted as an “agreed language” based on consensus.

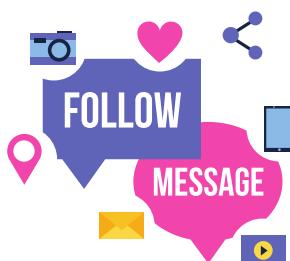
HOW TO ENGAGE AND ADVOCATE WITHIN THE NEGOTIATIONS PROCESS



Identify important issues and language recommendations: Develop recommended language and issues that should be included in the outcome document.



Share and meet with receptive Member States: Share your recommendations with Member States and set up meetings with them to advocate for your recommendations and issues.



Share on social media: Share your recommendations on social media and with other organizations and networks to garner support. You can leverage this support in your advocacy with Member States.



Continue to meet with Member States: Continue to meet throughout the negotiations process to get updates on the process and provide your input.



HOW TO ADVOCATE AT THE CSW

Photo: NGOCSW NY

DETERMINE YOUR ADVOCACY GOALS

There are a variety of ways to advocate for yourself and your organization during CSW67. Preparation, networking, and information sharing are all key components of advocacy.

There are many ways to engage with advocacy at the CSW67:



Digital advocate: Amplify your work and the issues you're passionate about on social media to garner more support. Raise respectful debates in virtual spaces. Develop creative and fun ways for your followers to engage with you such as video challenges.



Connect with civil society: Network and connect with other like-minded NGOs and activists on important issues and the CSW67 themes. Form partnerships with other organizations for more powerful campaigns.



Attend informal discussion sessions: Participate in sessions like Conversation Circles and Regional Caucuses that address specific topics. Meet others interested in/working on the topic and join informal discussions.



Outcome Document Negotiations: Develop and advocate for recommendations and input you would like to see in the CSW outcome document. Meet with Member States and lobby for your recommendations.



Levels of engagement: Decide on which level your advocacy will be: global, regional, national, local, community, or a combination of some/all.

ADVOCACY TIPS AND METHODS:

Before you attend events, consider the following:

- Who are the main actors at this event?
- Why is the topic important to discuss?
- How does my organization fit into this topic?



This information will help you understand the context of the discussion, how your organization approaches the topic, and how you can find yourself in the conversation. Knowing and understanding background information is vital. If you know which organizations and actors will be at the event, do research on their work and message to see if they could be a chance to expand your network.

When advocating during discussions, consider the following:



- What message is important to convey?
- Is my statement clear and my information relevant?
- Who here can I connect with for future collaborations?

During discussions, projecting confidence in your message is a great way to get people to listen. Creating factsheets and other materials to support your message is an effective way to distribute information about your organization and to engage other people in your work. Keep an eye out for potential connections; introduce yourself to like-minded participants and distribute appropriate contact information.

QUESTIONS ABOUT ADVOCACY:

How do I talk to new people and organizations?

- **Know Your Message:** No one knows your viewpoint better than you, be confident in your message!
- **Introduce Yourself:** Greet potential connections by introducing yourself and your organization, tell them why you are interested in speaking with them, and be sure to give contact information or social media handles for follow ups!
- **Use Your Materials:** Hand out prepared materials outlining your message, goals, and actions for new contacts to refer to later on.

What kind of materials should I prepare?

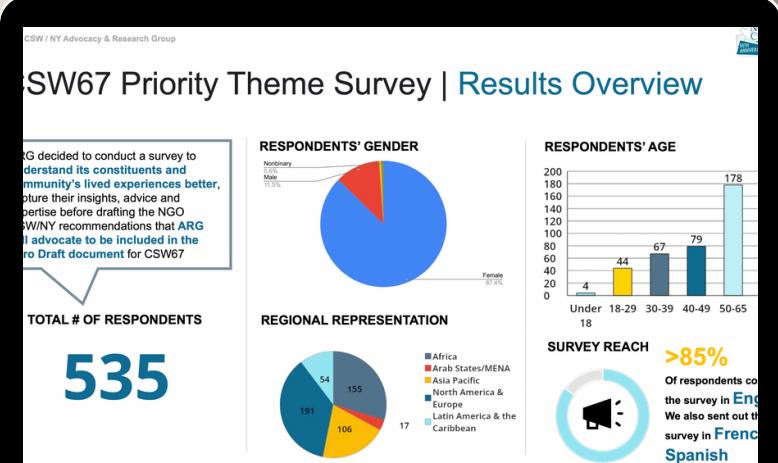
- **Briefs and Background:** Preparing brief notes on the topic of discussion ahead of time can help you navigate events and understand how the issue has previously been tackled. Factsheets containing relevant figures and methods of work can provide you with easily accessible talking points during discussion.
- **You and Your Organization:** Make documents outlining how you and your organization fit into the CSW67 and discussion topics. Consider the work your organization has previously done, and what it plans to do in the future. Ensure your message is clear.

What strategies are used during CSW outcome document negotiations?

- **Never reveal all positions at once:** This is the most commonly used tactic. An experienced diplomat will only reveal his or her positions gradually. It is important to take note of the positions presented by governments.
- **Offer hardline language:** The delegation will begin by supporting very hardline positions in order to bring the other governments closer to an acceptable position. This tactic gives room for “trading” of positions.
- **Put aside difficult paragraphs:** They may be discussed in smaller groups. However, the best tactic would be to keep these points for the end of the discussion. The diplomats would then be aware of all the compromises made by all groups of States

More information can be found in the [Guide for NGOs & Women's Human Rights Activists at the UN and CSW](#) on pages 34–38.





ADVOCACY & RESEARCH GROUP

Photo: NGOCSW NY

ADVOCACY & RESEARCH GROUP

In keeping with the NGO CSW/NY mission to inclusively advocate for gender equality, the Advocacy & Research Group (ARG) provides solicited and researched recommendations leading up to and during the CSW Outcome Document negotiations. The ARG researches issues raised in the CSW Priority Theme with input from NGO CSWs in the Regions and global civil society. Recommended language is then provided to the CSW Bureau, UN Women, and all Member States in advance of negotiations for consideration and inclusion in the Zero Draft and in their discussions.

ARG RECOMMENDATION PROCESS

01

RESEARCH & INFORMATION GATHERING

The ARG begins its process by researching the CSW Priority Theme, hearing from experts on the topic, and consulting with our global community.

02

DEVELOPING RECOMMENDATIONS

Based on its research and consultations with global civil society, the ARG develops a succinct set of recommendations regarding the CSW Priority Theme. The recommendations are then sent to the CSW Bureau, UN Women, and all Member States to be considered in the Zero Draft of the CSW outcome document.

03

CREATING RECOMMENDATION BRIEFS

The ARG then created short briefs to elaborate and expand upon each recommendation. It also develops a brief on youth perspectives on each of the recommendations and the CSW Priority Theme.

04

ADVOCACY WITH MEMBER STATES

In the lead up to CSW, NGO CSW/NY meets with the CSW Bureau and receptive Member States to advocate for the ARG's recommendations to be included in the CSW outcome document.

In addition to their formal research, the ARG has also focused on consulting with NGO CSW/NY's global, grassroots community to understand their lived experiences that pertain to the CSW67 theme on innovation and technological change.

Based on their research, consultations, and feedback from our community, the ARG developed **Five Key Recommendations for the CSW67 Zero Draft.**

1

Invest in and strengthen gender-responsive policies, programs and laws that prioritize girls and women in all their diversity. Eliminate the digital gender gap by providing them with **critical digital fluency skills**, ranging from basic digital literacy to advanced technical skills in science, technology, engineering and mathematics (STEM) and in information and communications technology (ICT).

2

Develop international standards and guidelines to address and eliminate the risks to the digital privacy and safety, autonomy, and dignity of women and girls in all their diversity. Women and girls of all ages are particularly at risk for online abuse, cyberbullying and gender-based violence stemming from the pervasive sexism and misogyny on digital platforms which thwart their fundamental human rights.

3

Ensure universal access to essential and gender inclusive public and private digital infrastructure including electricity and frontier data and Artificial Intelligence (AI) innovations to bridge existing digital divides. Guarantee access to **digital technologies in rural areas and ensure equal opportunity particularly for older women and women with disabilities** to be empowered with ICTs, through not only physical access and skills development, but also design that respects the needs of all people following consultation with those directly affected.

4

Enhance official development assistance commitments and improve public finance and investments, as well as leverage private sector partnerships, **for universal, affordable, equal and unfettered access to digital technologies** for women and girls in all their diversity. This can include, but is not limited to, free device distribution, creation of affordability schemes, and affordable data plans.

5

Engage with girls and young women in the formulation, design and development of adequately financed policies and programs that **prioritize digital literacy skills, online safety, and STEM education** for girls, young women and marginalized groups. **Address unequal gender norms**, policies and laws and lack of infrastructure that hinder girls' access, engagement and safety with digital tools, ICT and STEM education.

We welcome NGOs and civil society advocates to utilize these recommendations in their advocacy efforts with Member States and during CSW67! [Sign on in support of the recommendations](#), use this [letter template](#) to advocate with your network and [share the recommendations on social media](#).



DIGITAL ADVOCACY: TIPS FOR ADVOCATING ONLINE

Photo: NGOCSW NY

In a digital world, social media advocacy is rising in importance, especially in the context of hybrid events. For an effective social media advocacy strategy, consider the following steps:

1. Centering Your Goals: In order to use social media to its fullest potential, place your goals and message front and center. Make sure information is clear and easily accessible to those following your social media pages.

2. Determine Which Social Media Platforms are Best For Reaching Your Audience: You don't have to manage several social media platforms to have an impactful online presence. In social media, sometimes less is more! To choose your platforms, think about the age and interests of your audience. For example, if you want to reach a younger audience, you might focus on Instagram, YouTube, and TikTok. For older audiences, Facebook and Twitter are good alternatives.

Each platform has unique features and benefits in sharing digital content:

- **Twitter:** Engage with people through short and impactful messages with links
- **Instagram and TikTok:** Very visual. Great for sharing graphics, videos, and live participation, but difficult to share links.
- **Facebook:** Informative and open to create discussion groups.
- **LinkedIn:** Great to grow your network and share work and project updates.

Also, remember that you can replicate some materials (like graphics and videos) on more than one social media platform.

3. Focus on prioritized and scheduled content: Managing social media platforms can be overwhelming. To get better results, consider creating a social media calendar, defining how often you will post and which type of post. Some posts to start could be:



Presentation post:

A post to explain more about yourself, your project, or your organization.
This could include your website or other social media platforms.



Team post:

A post to present your team, their roles, and fun facts.



“Did you know?” post:

Use this question to highlight important information about your advocacy objectives. Share verified information and include sources.



Advice post:

An opportunity to engage with your audience sharing advocacy tips. Some examples: *3 ways to be a digital activist*, *The 4 Easiest Ways to Reduce Your Carbon Footprint*, *3 things to avoid when helping a sexual abuse survivor*, etc.



Advocacy calendar post:

Depending on your type of advocacy, there are important dates in the year that you can include in your posting calendar, such as Women's Day, Earth Day, or Human Rights Day. Don't forget to include the anniversary of your NGO's foundation or other special days for you!



Events and participation post:

Promote participation in events and meetings, and sharing registration or livestream info



"Normal day" post :

Post to show the development of your project and what's happening "behind the scenes" with your team



Funding or help post:

Ask your audience to donate to a specific issue. Your audience might be exposed to scams or false information constantly, so be clear with the goal and how the money will be used.

If possible, work on the content of your platforms one month in advance. After some time working on your social media accounts, you can add more types of content like trending content (reels, challenges, commenting about viral content), surveys, polls or livestreams. Using hashtags (#) relevant to your advocacy can help you make your work more visible.

4. Be careful with the design: Since the majority of social media platforms are very visual, this is an important factor to consider. If you don't have a designer on your team, take some time to learn some basics about design:

- **Color and font:** Choose a specific group of colors (max 3) and fonts (max 2) for your social media brand. This branding helps the audience remember who you are. Use free tool resources like this [palette generator](#) or templates in [Canva](#). Include your logo in the graphics. Make sure it is visible but doesn't interfere with or distract from the essential content.
- **Less is more:** Your audience reviews tons of information on their phones, so you only have a few seconds to catch their attention. Work on graphics that have clear, impactful, and clean design. You can add extra information in links, captions, or your website.
- **Back up resources:** You will need photos, graphics or music for your digital content. Visit free resources websites (like [Pixabay](#), [Freepik](#) and [Youtube Audio library](#)) to get accurate information and avoid copyright problems.

Platforms like Canva offer design templates according to every topic and even a course for [non profit organizations](#).

5. Engage with your audience and other advocates: Interacting with the people that support your advocacy is essential. Dedicate time to answer questions or comments and to follow other advocates. You can also work on a FAQ post or video or a "Thank You" post. Finally, opening a LinkedIn account to share your bio, your projects, and start conversation with other advocates or people interested in your advocacy is a great resource to keep growing.

6. Becoming a skilled advocate: Take some time to update your knowledge on the issues you advocate for: read books, work in research, attend conferences, and write articles. All these activities will help you to be a trustworthy advocate and receive more support.

7. Interact with members of the media, other NGOs and policymakers: Social media platforms like Twitter can help you to build relationships with journalists, activists, influencers, and policymakers. Comment, retweet, re-share their content, or send a message to expand your networking.

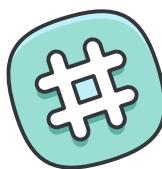
8. Have Fun!: Digital advocacy should not be so stressful or overwhelming. Remember that it is good to take a break if you need it and include time in your schedule to relax and disconnect. To make your advocacy a bit easier, review these digital tools**:



Design: [Canva](#)



Scheduling:
[Facebook Business Manager](#)



Hashtags generator:
[Twitter trending hashtags](#)



Audiovisual Free resources:
[Pixabay](#), [Freepik](#),
[Youtube Audio library](#) and [Dafont](#).



Repost content:
[Repost App](#)



Courses:
[Coursera](#),
[Udemy](#), [Google](#)

**Some of these platforms might ask you to sign up, be careful with the information you share. We encourage you to create an email to work on your social media platforms and keep track of your registrations to different apps.

9. During the NGO CSW67 Forum, consider the following:

- What is the best platform to share this specific information?
- Is important information about my organization easily found on my page?
- Are my posts expanding my network?

In addition to this guide, we have created the [NGO CSW67 Toolkit](#) with social media resources available for use during the forum.



ACKNOWLEDGMENTS

Photo: NGOCSW NY

NGO CSW/NY thanks our amazing CSW67 interns and authors of this toolkit, [Carla Cordova](#), [Ali Foote](#), and [Micaela Tompkins](#), as well as the editor, [Devan Zingler](#). We also thank our tireless [Executive Committee members](#) and our sister NGO CSWs: Africa, Arab States, Asia Pacific, Geneva, Latin America & the Caribbean, and Vienna.

NGO CSW/NY facilitates a platform for the voices and leadership of feminists and women's rights organizations globally who lobby for their inclusion in the UN deliberations in pursuit of gender equality.

Contact

NGO Committee on the Status of Women, NY
 777 United Nations Plaza, 6C
 New York, NY 10017
 646.922.8800 | info@ngocsw.org
www.ngocsw.org

Follow us on social media

Twitter: [@ngo_csw_ny](https://twitter.com/ngo_csw_ny)
 Instagram: [@ngo_csw_ny](https://www.instagram.com/ngo_csw_ny)
 Facebook: [NGO CSW/NY](https://www.facebook.com/NGO-CSW-NY-100000000000000/)
 LinkedIn: [NGO Committee on the Status of Women \(NGO CSW/NY\)](https://www.linkedin.com/company/ngo-committee-on-the-status-of-women-ngo-csw-ny/)
 Youtube: [NGOCSW NY](https://www.youtube.com/user/NGOCSWNY)



APPENDIX

Photo: NGOCSW NY

ADVOCACY RESOURCES

- [ARG's Key Recommendations for the CSW67 Zero Draft](#)
- Youth Advocacy Training [recording](#) and [slides](#)
- [NGO CSW66 Advocacy Training session recording](#)
- [2021 Guide for NGOs and Women's Human Rights Activists at the UN and CSW](#)



Each year, the [Youth Leaders & Young Professionals](#) host an event series leading up to the CSW and NGO CSW Forum. The series aims to prepare youth to have a meaningful and effective experience at the CSW. The seven events in the series include informational panels, advocacy training, and professional development and networking sessions.

[Watch the series here](#)

INDEX OF GENDER EQUALITY TERMS AND UN LANGUAGE

AAAA	ADDIS ABABA ACTION AGENDA (ON FINANCING FOR DEVELOPMENT)
BPFA	BEIJING PLATFORM FOR ACTION
CCUN	CHURCH CENTER FOR THE UNITED NATIONS (777 UN PLZ)
CEDAW	CONVENTION ON THE ELIMINATION OF ALL FORMS OF DISCRIMINATION AGAINST WOMEN
CONGO	CONFERENCE OF NGOS IN CONSULTATIVE STATUS WITH THE UN
CSOCD	COMMISSION FOR SOCIAL DEVELOPMENT
CSW	UNITED NATIONS COMMISSION ON THE STATUS OF WOMEN
DESA	UNITED NATIONS DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS
DGC	UNITED NATIONS DEPARTMENT OF GLOBAL COMMUNICATION
DPKO	UNITED NATIONS DEPARTMENT OF PEACEKEEPING OPERATIONS
DPO	DEPARTMENT OF PEACE OPERATIONS
ECOSOC	UNITED NATIONS ECONOMIC AND SOCIAL COUNCIL
FWCW	FOURTH WORLD CONFERENCE ON WOMEN
GA	GENERAL ASSEMBLY
GEF	GENERATION EQUALITY FORUM
GFMD	GLOBAL FORUM ON MIGRATION AND DEVELOPMENT
HLD	HIGH LEVEL DIALOGUE
HLPF	HIGH LEVEL POLITICAL FORUM
ICT	INFORMATION AND COMMUNICATIONS TECHNOLOGY
NGO CSW	NGO COMMITTEE ON THE STATUS OF WOMEN
OHCHR	OFFICE OF THE HIGH COMMISSIONER FOR HUMAN RIGHTS
PGA	PRESIDENT OF THE GENERAL ASSEMBLY
PPPS	PUBLIC PRIVATE PARTNERSHIP
QCPR	QUADRENNIAL COMPREHENSIVE POLICY REVIEW
SDGS	SUSTAINABLE DEVELOPMENT GOALS
SG	UNITED NATIONS SECRETARY-GENERAL
UNCTAD	UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT
UNDP	UNITED NATIONS DEVELOPMENT PROGRAMME
UNDS	UNITED NATIONS DEVELOPMENT SYSTEM
UNEP	UNITED NATIONS ENVIRONMENT PROGRAMME
UNFCCC	UNITED NATIONS FRAMEWORK CONVENTION ON CLIMATE CHANGE
UNFPA	UNITED NATIONS POPULATION FUND
UNHCR	UNITED NATIONS HIGH COMMISSIONER FOR REFUGEES
UNICEF	UNITED NATIONS INTERNATIONAL CHILDREN'S EMERGENCY FUND
UNODC	UNITED NATIONS OFFICE ON DRUGS AND CRIME
UN Women	UNITED NATIONS ENTITY ON GENDER EQUALITY AND EMPOWERMENT OF WOMEN