

TERMS OF REFERENCE

Social Media Campaign Consultancy

“Empowering Women Leaders Combating hate speech and disinformation - Strengthening digital literacy and effective digital response”

1. Organization background

Centre for Equality and Justice (CEJ) is a women’s organization based in Colombo, working primarily with war-affected women from the Sinhala, Tamil and Muslim communities and the rights of those affected by political violence and other forms of civil unrest. CEJ also works on issues of democracy, rule of law, and social inclusion and brings a gender perspective into all its work. CEJ engages with policymakers, and government officers and strengthens grassroots-level women’s capacities to claim their rights. CEJ also works closely with youth across Sri Lanka on key areas such as preventing violent extremism and reconciliation.

2. Project background

During the past decade, with the advancement of technology and the increased popularity of social media networks, the number of users in the digital space has increased. With such increased accessibility, trends in increased hate speech narratives, disinformation and misinformation campaigns have been identified in South Asia and Sri Lanka particularly. In Sri Lanka, transitioning from the 3-decade-long conflict, the digital space has formed narratives that favour the majority and feed on the existing ethno-religious divide. Past violence has displayed instances where online violence instigated and amplified offline violence on marginalised individuals, including women human rights defenders and activists. These misinformation campaigns have benefitted past governments to come to power by spreading hatred online to create narratives that persecute marginalised groups and ethnic minorities and stultify efforts on building social cohesion.

Social media influencers play an important role in this, and have grown in prominence over the past decade to become an important part of the information and disinformation network. They serve as an effective alternative to mainstream media channels and information sources, and can often influence the behaviour of their large and loyal follower bases. This influencing power on audience behaviour makes influencers prime sources of information as well as disinformation in the modern digital space. Strongly loyal followers are easily persuaded to act and think in ways advertised or conveyed by the influencers, giving influencers considerable power to effect change in wider society, specifically their key follower demographics. Due to their social status and influencing power, influencers are also prime targets, as

well as proponents of digital hate speech. This hate speech could also turn into quantifiable actions within society making it crucial that influencers actively promote a safe and ethical digital space. There is a critical need to provide influencers with the requisite knowledge and tools to engage in the digital space safely and also to spread awareness on socially relevant issues in a manner that is conducive and promotes reconciliation and social cohesion.

To address these issues, CEJ is implementing a project **“Empowering Women Leaders Combating hate speech and disinformation - Strengthening digital literacy and effective digital response”** to capacitate 25 young women influencers on the linkages between gendered online hate speech, disinformation, and its impact on social cohesion, and effective digital responses to combat the same. As part of this initiative, CEJ will be working with 5-7 selected influencers who will conduct mini-social media campaigns to raise awareness on the concepts of hate speech, disinformation, cyber-sexual gender based violence (CSGBV), and ways to combat these.

3. Scope of work

CEJ seeks the services of a consultant to coordinate the mini social media campaigns conducted by the selected influencers, and to compile a social media analytics report assessing the effectiveness of the mini campaigns at the conclusion of the campaign. The consultant is expected to coordinate 5-7 mini campaigns conducted by 5-7 influencers who will be selected by CEJ through a competitive selection process. Content produced by the influencers would range from short video clips, posts, reels, and stories, on general thematic areas such as gendered online hate speech, disinformation, and cyber-sexual gender based violence (CSGBV), to be posted on platforms such as Instagram/Facebook/TikTok/YouTube/Twitter. The Consultant is required to in consultation with CEJ, monitor the content of the social media campaign, timelines, activity and engagement of the selected social media influencers in order to deliver a report at the end of the campaign which will include details such as likes, shares, reach and comments on the posts created by the influencers.

4. Expected Deliverables

- a. Attend a briefing meeting and any other relevant meetings with CEJ by **TBD**.
- b. Develop a timeframe and overall campaign strategy/direction for the mini social media campaigns and submit to CEJ for review and approval by **March 25th 2023**.
- c. Frequently liaise with the selected influencers to communicate CEJ requests as well as engage in general coordination work of the campaigns by **TBD**.
- d. Supervise, monitor and offer feedback/guidance on the content and materials produced by the influencers. The consultant will provide CEJ with the draft content of the influencers, after which

the CEJ team in collaboration with the consultant will screen and approve the final content pieces to be posted by **TBD**.

- e. Allocate timelines for each influencer to post their content and monitor the timelines, activity and engagement of each mini campaign. This data would feed into the social media analytics report needed at the conclusion of the campaign by **TBD**.
- f. Develop and submit a comprehensive report on the overall reach of the campaign which contains relevant data such as likes, shares, reach and comments (general engagement) on the posts created by the influencers, as well as an analysis of the campaign (e.g., demographics, impact, etc.), insight on successes and challenges by **5th May, 2023**.

5. Qualifications and experience

- Education: University Degree preferably in Media studies/communications/Social Sciences.
- Experience: Demonstrated experience in media campaign/advocacy work/communication/outreach work preferably in development projects implemented by national/international NGOs/UN bodies/ Government.
- Experience in liaising with social media influencers, youth and stakeholders at a professional level would be preferable.
- Language Requirements: Fluency in written and spoken English and Sinhala/ Tamil.

6. Consultancy fee

The Consultant is required to quote an all-inclusive fee for the assignment. The amount will be agreed upon between CEJ and the Consultant, as per the Financial Guidelines of CEJ.

7. Timeline/Duration

The proposed time period of the consultancy will be between **16th March 2023 to 10th May 2023**.

Only short-listed candidates will be notified. Interested candidates may send a CV and any other relevant material to suhanya.cej@gmail.com with the email subject line **UP5 Social Media Campaign Coordination Consultancy by 12th March 2023**.