News Media & Gender
Social Media Toolkit
This is ‘The Missing Perspectives of Women in News’ Social Media Toolkit. Its contents were created for members of the media and gender equality advocates to use and post on social media channels to help draw attention to the issues raised in the report and inspire change.

The Toolkit exposes powerful insights relating to the perspectives of women not being properly addressed by news coverage in six countries: India, Kenya, Nigeria, South Africa, the UK, and the US. The Toolkit brings together these key insights and research and is designed as a resource for sharing and initiating conversation.

The International Women’s Media Foundation (IWMF) will be hosting the report and each piece of content contains a call to action to click through to read more of the research and facts on their site. In addition, the IWMF runs a campaign with the hashtag #checkyourbylines. Feel free to support this campaign further by using the hashtag in your posts. For more information, go to https://www.iwmf.org/missing-perspectives. (This link will only be live from the launch date of 3rd December, 2020.)

This report is the second of two reports on the missing perspectives of women in the news. The first of these explored the missing perspectives of women in the COVID-19 context.

Please do not post any content until the report launches and is live on the IWMF website from 3rd December, 2020.
Luba Kassova is the main author of the report. She is a director and co-founder of AKAS, an international audience strategy consultancy (www.akas.london). This report was commissioned by the Bill & Melinda Gates Foundation in support of UN Women’s Generation Equality Forum and to raise the profile of the issue of gender equality in the news.

Twitter:  
https://twitter.com/LubaKassova

LinkedIn:  
https://www.linkedin.com/in/luba-kassova
Topic:
The News Media significantly mutes women’s voices and perspectives in the news.

Creative elements provided for you to share on Twitter:

a. Sample copy for tweet
b. Visual for tweet
The news media isn’t doing enough to make women’s voices and perspectives heard in the news. Read the full report: https://www.iwmf.org/missing-perspectives
The perspective of women protagonists in the news is drowned out by up to 6 men.

Source: The Missing Perspectives of Women in News
Topic:
Women’s voices aren’t being heard in high profile news genres such as politics.

Creative elements provided for you to share on Twitter:
a. Two copy options for the tweet
b. Two visual options for the tweet
Despite the number of women in leadership roles in national parliaments having doubled over the last 25 years*, their expert voices aren’t heard in the news. Read the report: https://www.iwmf.org/missing-perspectives

The number of women in leadership roles in national parliaments has doubled over the past 25 years*, and despite leading some of the most successful COVID-19 response and recovery efforts, their voices aren’t heard in the news. Read more here: https://www.iwmf.org/missing-perspectives
Option A:
This visual is to be posted along with the tweet copy provided on the previous page.

Option B: STANDALONE ASSET
This visual can be used independently, and may be posted by itself without the tweet copy provided on the previous page.

In political news coverage, men's share of voice is up to 7 times higher than that of women.

Source: The Missing Perspectives of Women in News

Source: The Missing Perspectives of Women in News
Topic:
How the media can help push the progress of gender equality in the right direction.

Creative elements provided for you to share on Twitter:

a. Sample copy for tweet
b. Visuals for tweet
Women are on the margins of news across the whole news cycle. News decisions are made mainly by men, news features significantly more men and is consumed more by men. Get the full story in the recent report: Missing Perspectives of Women in the News. https://www.iwmf.org/missing-perspectives
Here’s how the News Media can help lead the change

- Keep a list of women experts and contributors
- Set expectation of gender parity on all platforms

Rectify the gender bias in newrooms and reporting
- Cover women as key subjects, create stories that empower

Tackle the representation of women in ownership, senior leadership and governance
- Ensure that news coverage is based on sex-disaggregated data
Topic:
This asset is about how the voices of women are often drowned out by male voices when it comes to reporting in the news.

Creative elements provided for you to share on Twitter:

a. Two copy options for tweet:
   - Option A focuses on women’s voices being drowned out by men
   - Option B highlights women as the invisible subjects of reporting

b. Visual for tweet
Sample Tweet Copy A:
A woman's voice in the news is drowned out by the voices of men. Take a closer look here: https://www.iwmf.org/missing-perspectives

Sample Tweet Copy B:
Invisible subjects of reporting: women. See the full picture here: https://www.iwmf.org/missing-perspectives
Last year, only 15 - 30% of protagonists in the news across six countries were women.

Source: The Missing Perspectives of Women in News

Click image to download
Topic:
This asset shows how women are more vulnerable to the socio-economic fallout from COVID-19, and yet the news media rarely covers this.

Creative elements provided for you to share on Twitter:
- Two copy options for tweet
- Visual for tweet
Sample Tweet Copy A:
For 6 weeks during COVID-19, more than 99% of all news stories did not address gender equality. Read the full report here: iwmf.org/women-in-covid19-news/

Sample Tweet Copy B:
Women are significantly impacted by COVID-19, yet under-reported in the news. Women are more vulnerable right now but the news media doesn’t cover it. Read more here: iwmf.org/women-in-covid19-news/

Note:
This post refers to the data in the earlier COVID-19 version of this report, with research conducted in the first half of 2020. For more information, go to iwmf.org/women-in-covid19-news/
The Hidden Issues of the Recovery from COVID-19:

Women’s jobs are more at risk, they earn less and are more likely to be in single-parent households.

Source: The Missing Perspectives of Women in COVID-19 News
Thank you!