

# The Role of Social Media Campaigns in Supporting the SDG of Women's Empowerment

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## Introduction

**New technologies have a vast potential for empowerment youth and affect advocacy for social change. Over the past decade, there has been a growing understanding that these technologies can be powerful instruments for advancing political, economic, and social development through the creation of new types of economic activity, employment opportunities, improvements in health-care delivery, and other services, as well as the enhancement of networking, participation, and advocacy within society.**

**The social media which is considered one of the most important new technologies in communication is a way to connect the people, and to share the information on a broad level. It's a platform on which everyone found current news on political, economic, social, and cultural issues in society.**

The media, with its immense influence, delivers information on a wide range of topics. The social media is useful for generating awareness for various issues, among them the social issues, such as, gender equality, women empowerment, and many others, and this for many reasons; among them that the social media can bring these issues from small circles to the masses (Shata & Seeling, 2021).

Recently, almost most of the females are connected via the social media, through which they receive information, news, and entertainment very quickly. Female youth are directly associated with social media Platforms, such as Facebook, WhatsApp, Twitter, and Instagram. These different social media platforms keep them up-to date.

Hence women have to face such challenges on a daily basis; the concept of women empowerment has been included in the sustainable development goal number 5.

The United Nations through the Sustainable Development Goals (SDGs No. 5), devoted to empower all women, and girls. The goal's detailed targets, refer to a range of challenges, such as; discrimination of women, violence against women, reproductive health ownership right, and technology (Queisser, 2016).

The Sustainable Development Goals (SDGs) began in 2016 with great hopes that they will promote social, economic, and environmentally sustainable development with the motto, "Leave No One Behind" (UN, 2016). However, persistently high gender gap is still found in many countries around the world, whether they are developed, or undeveloped.

Choe, Cho, and Kim (2016) examines gender inequality across four key areas; health, education, economy, and politics. This showed that the gender gap widened in many countries, and the gap in "economic participation, and opportunity" showed the largest gender gap compared to health, education, and political participation.

Gender equality, which is a form of women empowerment, is unfortunately not acceptable in some countries across the world, where half of the world's citizens are not provided with the same rights as the other half. It is also economically, less productive to rely on only half of the world's labor force to help eradicate poverty, education, employment, and full empowerment of women and girls, must be a priority for the SDGs (Sen, 2019).

### **Women Empowerment: achievements and challenges**

In the previous years, no one can deny the fact that there has been progress over the last decades. More girls are going to school, fewer girls are forced into early marriage, more women are serving in parliament, positions of leadership, and laws are being reformed to advance gender equality.

Women are being empowered by education, entertainment, self-decision making,

technologically updated, and financial empowerment. (Agrawal, Muchhal and Paithankar, 2022)

Despite these women achievements, many challenges still remain: discriminatory laws, and social norms remain pervasive, women continue to be underrepresented, at all levels of political leadership, and 1 in 5 women and girls between the ages of 15 and 49 report experiencing physical, or sexual violence, by an intimate partner within a 12-month period (UN Women, 2016).

Unfortunately, within the last two years, the effects of the COVID-19 pandemic could reverse the limited progress that has been made on gender equality, and women's rights (United Nations, 2016).

The pandemic has led to a steep increase in violence against women and girls. With lockdown measures in place, many women are trapped at home with their abusers, struggling to access services that are suffering from cuts, and restrictions. Emerging data shows that, since the outbreak of the pandemic, violence against women, and girls, and particularly domestic violence has intensified (United Nations, 2016).

Women are not only the hardest hit by this pandemic, they are also the backbone of recovery in communities. Putting women, and girls at the center of economies, will fundamentally drive better, and more sustainable development outcomes for all, support a more rapid recovery, and place the world back on a footing to achieve the Sustainable Development Goals (United Nations, 2016).

United Nations has developed a rapid and targeted response to mitigate the impact of the COVID-19 crisis, on women, and girls, and to ensure that the long-term recovery benefits them.

Women are more likely to be employed in the informal labor force, and are overrepresented in domestic work in rural areas, that lack protections, and living wages. Women must receive equal access to education, training, new skills, new technologies, management positions, benefits, and entrepreneurship. Workplaces also need to be free of sexual harassment, and violence, safe, up to health standards, and promote equal pay. The more women have employment and leadership opportunities, the more businesses grow and be more effective (United Nations, 2016).

### **Social Media and Women Empowerment**

The explosion of social media, cyber feminism, and unprecedented use by women of new technologies represent important opportunities to bring gender equality, and women's rights issues to the forefront of both, the policy making, and media attention (Vardhan, 2020).

As recently as decades ago, those seeking to make a change in gender equality, and

women's empowerment had few means of doing so quickly, and conveniently.

Social media has proven to be a powerful mechanism in bringing attention to women's issues, galvanizing action worldwide, and advocating to policy makers efficiently, and effectively. It actually transformed communication extensively at local and global level in the past few decades. There is dramatic increase in the practice, and use of social media all over the world. Social media is a new tool, weapon, or platform for women to discuss, communicate, voice their opinion, and organize campaigns with the help, and support of social media tools, and applications, such as blogs, Facebook, twitter, and Instagram (Cornwall & Rivas, 2015).

Social media, especially Facebook, Instagram, Twitter, Skype, Snapchat, Viber, WeChat, YouTube, and other social media platforms, allow many young women to find their place in the world, and give them a chance to be heard. It allows them to be more aware of world issues, be open about their struggles, and express their opinions. Social media empowers young women, and let them have a voice in the world ( Shruti & Philip, 2023).

The social media also plays a role in empowering, strengthening, interacting, communicating, and supporting young women, to reduce many of the problems facing them, such as unemployment, gender inequality, discrimination, crime, drugs abuse, and sexual harassment. It allows young girls to create online identities, communicate with others, and build social networks. These networks can provide young women with valuable support, especially helping those who experience exclusion, disadvantages, isolations, and frustrations (Obayelu & Ogunlade, 2006).

Social media is also used to interact, and communicate with friends, family members, and others. The users are prosumers who create, produce, and consumes the content. This content includes information, audio-visual, photos, and documents, through various web-based software, or application. It is a web-based platform where users can connect, and share the content which is engaging, entertaining, and informative for local, or global communities (Fergie, Hunt & Hilton, 2016)

According to the International Telecommunication Union, an Agency of the United Nations stated that, the information, and communication technology has encouraged youngwomen to become engaged in issues such as gender equality, women empowerment, illegal child labor, poverty, student rights, free speech, censorship, homelessness, rural, urban issues, community development, racism, and the environment. All these issues can be used to support young women empowerment, in order to take action directed towards changes, and sustainable future (United Nations, 2016).

### **The Aim and Importance of the Study**

The present research paper tries to explore the role of social media campaigns in

supporting young Women Empowerment in the Sustainable Development Goal no. 5, because women empowerment is not a fundamental right, but a necessary foundation for a peaceful, prosperous, and sustainable world (United Nations, 2016).

In all societies, women empowerment will prevent violence against women, and girls and it is essential for economic prosperity. Societies that value women are safer, and healthier.

The empowerment of all women is not only an explicit goal under the 2030 Agenda, but also, a driver of sustainable development in all its dimensions, from ending poverty, hunger, promoting prosperity, inclusive growth, building peaceful just, and inclusive societies ( Razavi, 2016).

### **Operational Definitions**

**Sustainable Development goals:** The Sustainable Development Goals or Global Goals are a collection of 17 interlinked global goals, designed to be a “shared blueprint for peace and prosperity for people, and the planet now, and into the future”. The SDGs were set up in 2015 by the United Nations General Assembly, and are intended to be achieved by 2030. Also the Sustainable\_Development\_Goals are a call for action by all countries poor, rich, and middle-income, to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth, and address a range of social needs including education, health, social protection, job opportunities, achieving gender equality, and empower young women, and girls, while tackling climate change, and environmental protection. More important than ever, the goals also provide a critical framework for COVID-19 recovery.

**Women’s Empowerment:** Women’s empowerment can be defined to promoting women’s sense of self-worth, their ability to determine their own choices, and their right to influence social change for themselves and others.

**Social media campaign:** It is a coordinated marketing effort to re-enforce, or assist with a business goal using one or more social media platforms. Example of social media campaigns: Anti-drugs, sexual harassments, women empowerment.

**Social Media:** Social media can be defined as forms of electronic communication (as Websites for social networking and micro-blogging) through which users create online communities to share information, ideas, personal messages, and other content such as videos.

### **Literature Review**

The researchers in this research paper have collected various studies related directly and indirectly to our study, in order to direct us in the choice of methodology and help

in formulating our research questions.

Jaflah Alammary (2022), conducted a study, entitled “The Impact of social Media on women’s empowerment in the Kingdom of Bahrain. The results of this study revealed that most Social media use has a positive effect on the empowerment of women in the Kingdom of Bahrain. The research findings include recommendations for training women in Bahrain to use Social media to draw public attention to women’s rights, enhance the visibility of issues, and train gender promoters in strategic means for organizing online campaigns.

Shata and Seeling (2021), conducted a study entitled “the dragonfly effect: Analysis of the Social Media’s Empowerment Campaign”. They presented a case study of women empowerment focused on how the “Taa’ Marbouta”, a facebook campaign to empower women. The researchers stated that the Dragonfly Effect model was applicable in many cases on social media. They also showed that the social media fosters engagement, and reciprocal dialogue between women, and thus, allows for better strategic dialogic communication between an organization, and women.

Shata and Seeling (2021) concluded that many government institutions, organizations, and non-profit organizations, share similar scope of work on women social justice issues, and advocate for women welfare independently, or collaboratively, using social media. Features like virility, inactivity, engagement, connectedness, and openness have attracted government, and non-profit organizations to adopt social media as an alternative to traditional communication.

De Benedictis, Orgad, and Rottenberg, (2019 ) studied the #MeToo movement in India and found that social media played a critical role in amplifying women’s voices, creating collective solidarity, and triggering policy reforms. However, they also noted limitations in terms of sustaining the movement over time.

Manuere and Phiri (2018) conducted a literature review that looks at four power perspectives that are used to explain the increasing need for women empowerment today. The related concepts of power, agency, resources and achievements are used to explain and describe the problems associated with women empowerment globally.

Queisser, M. (2016), concluded that the United Nations through the Sustainable Development Goals (SDGs No. 5), devoted to empower all women, and girls. The goal’s detailed targets refer to a range of challenges, such as discrimination of women, violence against women, reproductive health ownership right, and technology.

Narayana and Ahamad (2016) revealed in their study that Media have a great potential for the empowerment of women. It also suggested that the powerful, and positive role that the media can play in the empowerment of women and gender equality should be supported and further explored. They also found that how media can increase the

participation and access of women to expression and decision-making.

Thackeray & Hunter (2010), showed that, social media encourages participation in social issues, provide a forum for self-expression, and motivate women to civically take part in social change. They concluded that social media contributed to women's empowerment on economic, social, and cultural levels, This agree with research that found that social media could raise awareness, ignite actions, and shape attitudes with the hopes of changing women's attitudes, and beliefs or motivated a policy change.

Aaker and Smith (2010) analyzed the Facebook, and Twitter advocacy campaign called "Yemezler" which means "We do not buy", that advocates against genetically engineering food using the dragonfly effect model. They concluded, that the campaign created awareness with a catchy slang title, using attractive visual, and video that went viral on Facebook, and Twitter about the harms of eating genetically engineering food, and celebrities showed support by wearing T-shirts with the campaign logo.

All of these studies highlight both the potential benefits of using social media to empower and activate women.

### **Examples of Social Media Campaigns advocating gender equality and Women's Empowerment**

However, it is not possible to include all the online social media campaigns run by organizations for women empowerment and welfare in just one research paper, the researchers picked the most recent effective social media campaigns in supporting women empowerment as follows:

1. #MeToo - This widely viral movement raised awareness about the pervasiveness of sexual harassment and assault. It helped give a voice to survivors and sparked important conversations about consent, victim-blaming and toxic masculinity (De Benedictis & et.al, 2019).
2. #Beijing20 - In 1995, world leaders gathered at the 4th UN World Conference on Women and signed a historic declaration to advance women's rights. In 2015, #Beijing20 used social media to mark 20 years of progress and call for fully implementing the original goals.
3. #HeForShe - Started by UN Women, this global solidarity movement aims to engage men and boys as advocates and agents of change for achieving gender equality. The #HeForShe campaign uses social media to spread the message of gender equality being a human rights issue that concerns and benefits everyone.
4. #LadyBoss - This campaign by SHE Media features inspiring stories of successful female entrepreneurs. It aims to encourage other women to see entrepreneurship as a viable option. By showcasing powerful role models, the campaign uses social media to

spread a message of economic empowerment.

5. #BringBackOurGirls - This widely shared hashtag campaign demands the rescue of 276 girls kidnapped by Boko Haram in Nigeria. Though the kidnapping itself did not occur on social media, the hashtag movement helped raise international awareness of the girls' plight and pressure governments to take action.

6. #BeThatGirl - This Australian campaign encourages girls to embrace female empowerment and reject limiting societal pressures. By empowering girls with positive messages on social media platforms, the campaign tries to build self-esteem and nurture leadership from a young age.

7. Taa' -Marbouta: An Egyptian social media campaign introduced by the Egyptian National Council of Women that empower women to speak up.

8. Mo Salah Anti-Drug: A prevention campaign to inform the youth both male, and female of the drastic risk of taking drugs.

9. Speak-up: SPEAK UP is a campaign driven by members of the European film industry to address and take actions against sexual harassment and abuse in the workplace

10. Mitsubishi's video: On the occasion of Women's Day, to change the perspective of people have about women, and to highlight that no matter what your gender is, passion will always be passion.

11. Burger King, Around International Women's Day: Burger King China released a video asking women that "will she be the Burger Queen?". Women across age groups lacked confidence, when it came to answering the simple question. While, all of them wanted to be the Queen, but their answers reflected self-deprecating outlook like- 'I am not pretty, I am fat or I am old'.

12. P&G In honour of International Women's Day: Procter & Gamble (P&G) launched #WeSeeEqual campaign aimed at uncovering gender bias. The video showed men, women, boys and girls defying gender stereotypes.

13. UBS The video: It reflects many of the tough, emotional questions women face throughout their lives, set to Joss Stone's "Free Me" especially re-recorded for UBS.

14. ONE: It is an international campaign and advocacy organization that launched #GirlsCount, a digital campaign demanding education for all girls. Figures from the charity show that 130 million girls are not in school. And because poverty is sexist, girls in the poorest countries are less likely to receive an education compared to boys. The campaign asked the world to count them, one by one. The intension was to show that they stand with every girl who is out of school, and to urge the top leaders to act.

15. Ikea: On the occasion of International Women's Day, Ikea Switzerland introduced 2-month paternity leave so that fathers can take care of children and share responsibilities.



16. Dove: The campaign by Dove highlighted women all over the world to prove that beauty is a choice – and the power of this choice is in your hands.

17. ALWAYS: This powerful campaign released in 2014, was an attempt to keep girls' confidence high during puberty and beyond. The video has till now has 65 million views on YouTube.

18. FCKH8: Little girls between 6 and 13 years-old dressed as pretty pink princesses drop F-bombs to draw attention to society's continued sexism.

19. Microsoft: On the occasion of International Women's Day, Microsoft India celebrated women inventors, how they've changed the world, and are inspiring the next generation.

20. My Pale Skin: A young woman known as Em, an ex-model and beauty blogger behind the site My Pale Skin. She posted images of herself without makeup on social media. She created a video on social media contains real comments that were left on images of her face.

21. GoldieBlox: A toy company released their campaign to show the world that girls deserve more choices than dolls and princesses.

These are just a few examples of effective social media campaigns aimed at empowering women and girls through raising awareness, promoting role models, and fostering activism and societal change.

### **Theoretical framework**

The researchers will employ the dragonfly effect model by Aaker, and Smith in 2010, upon which the research questions are formulated.

The Dragonfly Effect Model is presented by Aaker and Smith (2010), the model is an integrated approach that draws from behaviour change studies, social media case studies, and experts' experience to evaluate social media communication interventions, and leverage social media's power to drive social change. It was named after the dragonfly that can move in any direction with full force but only if its four wings work in tandem.

Aaker and Smith (2010) applied the four wings of the dragonfly effect model to examine how social media drives social change. The first wing, focus on a goal, help to identify one clear and measurable goal. The second wing, grab attention, cuts through the noise with an authentic message. The third wing engagement creates a personnel connection through empathy, and emotion. Finally, the fourth wing takes action, encourage others to do something.

Aaker and Smith (2010) contended that if advocate of any social cause master the four wings of social media, they can use it to create a ripple effect drive social change on

various social causes.

The Dragonfly Effect Model thus will provide a theoretical framework to help understand the (goal No. 5) of the Sustainable Development, which focuses on young women empowerment. Accordingly, the researchers will apply this model with its four divisions (wings).

### **Research Questions**

This research employs the Dragonfly Effect Model, which consists of four wings upon which the research questions are formulated.

1. To what extent the respondents are familiar with the social media campaigns supporting young women's empowerment of the SDGs?
2. To what extent the respondents are exposed to the social media campaigns supporting young women's empowerment of the SDGs?
3. To what extent the respondents are engaged with the social media campaigns supporting young women's empowerment of the SDGs?
4. To what extent the respondents take action after the exposure to the social media campaigns supporting young women's empowerment of the SDGs?

### **Methodology of the study:**

The researchers in the current study use a qualitative research methodology, by conducting unstructured in-depth interviews, using a purposive sample of 30 female academic staff members from MSA University, who are supposed to possess knowledge of the sustainable development goals in relation to women empowerment. The collected data is analyzed, and results are formulated.

### **Data collection**

The researchers in this study they used an interview guide to collect the responses, and it is divided into four parts, according to the dragonfly effect model; which consists of four wings. The four parts are: 1) General Knowledge about sustainable development goals related to women empowerment, and social media usage, 2) The exposure, and the attention to these campaigns, 3) The engagement with the campaigns, 4) the action taken after the exposure to the social media campaign.

### **Data Analysis**

The process proceeded by transcribing all the interviews, by closely examining the data to become familiar with the content, and assigning initial codes based on the dragonfly model, and women empowerment. During the next phase of coding,

responses were re-read, and analyzed for patterns of agreement, or differences across the interviewee's responses, and then evaluated per the literature. This process captured concepts present in the literature, and themes that emerged from the interviews related to the dragonfly effect model, and women empowerment.

## Results

### Wing 1: (Focus) General Knowledge

Answers to Q1: *Which social media platform(s) do you use more often? Why?*

Most of the respondents answered with Facebook and Instagram as their most favourite used social media platforms. Most of their reasons of using Facebook and Instagram was for entertainment due to the variety of content, news, and engagement with people and awareness of different issues. Meanwhile, some of those who said they prefer Instagram, also mentioned that they liked visual contents more than text content. You can see an example like R16, R18, R20, and R21. For Instance:

R1: "I like Facebook as it spreads updated news and raises awareness towards different types of hot issues".

R2: "I like Facebook and Instagram, they are easy to use and diverse".

R3: "Definitely Facebook! I can easily reach people and engage with them".

R4: "Facebook is the most preferable social media platform that I usually use because it always contains fun and sarcastic content that somehow enhances my mood and also it keeps me aware about what is going on around the world". Meanwhile, R16 talked about Instagram: "The social media platform that I prefer using is Instagram, because I like the features of this platform while creating content e.g. videos, posting photos or reels. I am also following lots of accounts that are posting content that I am interested at like psychology, entertainment and social awareness content".

Also, R17 added, "I prefer Instagram, because I always find the most updated information on it".

R18: "I prefer Instagram because it based on short videos and images, as well as Facebook, because it is more sociable platform".

R12: "I usually access Facebook, because I communicate with my friends and relatives".

R10: "For the most preferable social media platform I'm usually using, is Facebook. That's due to it's easy to us, also it gives us updates. It also merges between the seriousness and entertainment, as well as I am able to like and follow certain newspapers, and news channels that I'm interested in".

R5: "For me, I use Facebook the most, then WhatsApp, then Instagram. Facebook

resembles socializing to me because I have all my friends, and relatives there, easy to use, and I'm used to it more than other social media platforms. Meanwhile, I use Instagram just for entertainment".

R6: "I like to use Facebook, and I access it more than once in a day, as I like to follow the updates of news. I also enjoy using because it has the feature of more writing, I'm exposed to different opinions, and I come across many people that like to analyse as well".

R9: "I'm very concerned about women empowerment, so one of the reasons I use Facebook is to follow institutions that support women. For instance, I follow dr. Maya Morsy personally for when there are statements concerning women. Also, there is a very well-known page called "Women of Egypt" that talk about women's issues.

R20: "I use Instagram more, because I am a more of a visual person, so I love to see pictures instead of texts".

R21: "I use Instagram because I enjoy visuals much more than platforms with written content".

R22: "I'm usually active on Instagram more for entertainment and business purposes".

R23: "I used to be more active on Facebook more than any other media for entertainment. However, since last year, I started to spend more time watching videos on YouTube more than other social media platforms".

R25: "I use Facebook for interacting with people and gaining knowledge easily about important events, issues, or incidents that happen. I also, like using Instagram mainly for shopping and wellbeing".

R28: "I use Facebook, and Instagram the most, as they have the most updates, and they are so entertaining".

R29: "The most social media I use more often is Facebook, because it is very easy platform to be used. And I like to follow many friends and pages through it".

*Answers to Q2: What are the most important types of women empowerment from your point of view?*

Most of the respondents gave answers that support the No. 5 of the SDGs that supports women's empowerment. They have mentioned the main concepts, for instance, mentioning the importance of women's educational, social, economic rights, as well as their psychological wellbeing and their right to have better job status, and to be protected.

For example:

R5: "by helping them to live in a healthy community without judgement, harassment & fear of society". "By creating awareness in the whole society about them, their fears, and their rights".

R6: "Women can be empowered by allowing them to express out all their needs educationally, socially, economically, and psychologically. This is to be respected, given more opportunities, important positions in the communities, high salaries".

R7: "Giving them the space to speak up, creating safe spaces, and providing better education, and work opportunities".

Meanwhile, R16 talked about the importance of the men's role also in women empowerment, saying "We can empower women socially by raising different campaigns to create more awareness on how to combat violence against women and also, by using influencers men or women who can create content directed to both men and women on how to set healthy boundaries in relations in general".

R17: "One of the most important forms of women empowerment is to create awareness about topics related to setting boundaries and how to value oneself, and how to love and accept ourselves and from this point women will be capable of saying no to anything that doesn't match their value".

R18: "create more campaigns for women empowerment, and parallel platforms to give them space to speak their mind and opinion".

R9: "By giving her an opportunity to be in political and diplomatic positions".

R12: "We can empower women through education and offering work opportunities for them. Yet in my opinion, the most important type of women empowerment, is empowering her economically".

R10: "In my opinion, the most important way to support women socially, is by making awareness of her roles, because accordingly, she can pursue her rights".

R3: "From my point of view, to empower women, she has to be represented in a just and equal way in all positions, especially the leading positions, and jobs. Also, the widowed women must have good pension for after retirement, to live a peaceful life. This includes educating her".

R20: "I believe women could be empowered through so many aspects; socially, educationally, economically, and politically of course. Gender-equality is one of the main point of women empowerment as well".

R21: "Most important types of women empowerment is enabling women to do what they like & enjoy more whether it being work related or not. It's about respecting women's choices".

R23: "By educating women, and give them better job opportunities especially in positions of leadership".

R28: "I believe the most aspect that should be put in consideration as a priority, is the psychological aspect".

R29: "The most important types of women empowerment, is through education

When the women are encouraged to be literate, well-educated and to be high qualified it is the best thing to enhance and support her”.

R30: “The most important type of women empowerment is the social form as it strengthens women’s social relations, and their positions in the social structure. That’s by giving them more purposes outside home that leads to more empowerment and the ability to spread social bonds, and bridges inside their home, and among their families”

*Answers to Q3: What do you know about the sustainable development goal 5, which include women empowerment?*

Most of the respondents had knowledge about what the sustainable development goals No.5 talks about which is tackling young women empowerment. That is regarding standing against women’s discrimination, providing better opportunities for women in the society.

For example:

R4: “What I know that it fights all forms of discrimination against women and eliminates violence and ensure their effective participation in the society”.

R8: “To ensure equal opportunities between both gender in education, work, leading roles in different domains to enhance their capabilities”.

R9: “It tries to create the same chances for girls and women as for boys and men in education, same salaries, job opportunities, even the social rights, live without being judged”.

R10: “it is about the equal rights between men and women to have a political place, and to be socially recognised for her important role in the family and community.

R16: “SDG No.5 which includes gender equality and women empowerment encourage women to stand for their rights, to protect and reject women from any sort of violence and to empower women to take leadership opportunities in a fair way”.

Meanwhile R17 added a different crucial point which is “eliminate forced marriages and genital mutilation”.

R3: “I know that there are 17 sustainable goals that the United Nations will focus on”.

R15: “The united nations in the sustainable goal No.5 focus on the elimination of discrimination against women and girls and empower them”.

R5: “It is related to women empowerment and gender equality, by providing women the same opportunities like men, regarding the education, finance, and legal rights”.

R6: “It’s a part of the sustainable goals of 2030 that is concerned about women empowerment and gender equality as well. By making laws that could grant her rights, safety, skills development, and to make sure that she doesn’t face any type of violence, or not to get marginalized”.

R20: "I know it is a big step to consider it from the United Nations and to see that gender equality is really a matter of fact something important in improving societies".

R21: "I know the United Nations are working towards empowering women & it's one of the Sustainable development goals".

R23: "I think it is to achieve Gender Equality. If man has the upper hand in society, woman will not be empowered".

R24: "I believe it's about gender equality, and achieving equals rights and opportunities to girls and boys".

R25: "It attempts to educate, develop and empower women to enable them raise their kids and of course themselves as women constitute half any society and they are the ones who can build a healthy and powerful society. Not only does this goal care for women's health, but also her well-being".

R26: "Achieve gender equality and empower all women and girls. Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world".

R27: "I think sustainable development goal 5 aims to improve women's conditions around the world. Particularly, it aims to achieve equality between males and females regarding education and job opportunities".

R29: "I know that goal of women empowerment put to encourage the women in all sectors and to confirm the importance of women in the society and the significance of her role".

R30: "SDG no.5 is concerned about gender equality by achieving women empowerment educationally, financially, politically, socially, and by taking care of her health, and engaging her with the society"

## **Wing 2: Exposure**

*Answers to Q4: Name the campaigns that support women empowerment you know about or been exposed to? (Exposure)*

Some of them could recall the names of the campaigns, some others could remember the campaigns without remembering their names, and others said they do not recall that they came across one.

For example:

R5: "hya" which means "she" and "speak-up" campaigns for having women empowerment and helps young women to express their feelings and to have their rights.

R11: "I have one over Facebook and Instagram about gender equality which was from the Unicef foundation".

R2: "I have seen a campaign of "la lel taharosh" which is "no for sexual harassment"

promoted by Cairo University.

R12: "I have seen "she Hub" campaign".

R6: ""speak-up" by an NGO on social media".

R15: "Taa' Marbouta", I liked the fact that it supports women's social, economic, and political fields, especially in parliamentary positions and in the executive authority.

R16: "I have seen lots of social media campaigns on gender equality e.g. on @E7kkyeg account on Instagram and on an influencer account named Namees Arnous who is the founder of E7kkyeg and she is the Goodwill Ambassador to EU in Egypt. She is working on content to create awareness towards combating violence against women by saying no to violence".

R17: "Speak-up on Instagram".

Meanwhile, R18 said she didn't watch any campaign, yet she watches Radwa El-Sherbiny's program which in her opinion is supports women and empowers them. "No, but I usually watch Radwa El-sherbiny's program, which is very empowering"

R3: "I don't remember the name of the campaign, but I remember it was about sexual harassment, that women should not stay silent, and to speak up".

R9: "Bahya" campaign that encourages women to do a frequent check-up for breast cancer, which empowers women health wise".

R20: "Because "you are a girl" campaign done by Nestle, the right for women to become judges in Egypt. The new laws to protect women are right against harassment and the "speak up" movement that took place on social media".

R21: "I cannot recall any campaigns specifically about women empowerment".

R22: "I remember watching Mohamed Salah's campaign; it's very empowering to look after the health, because I believe many girls could fall into the trap of drugs that could ruin their lives".

R23: "I am not exposed to such campaigns, but I heard about women's campaign by noon".

R24: "all "speak-up" social media campaigns"

R25: "Campaigns against sexual harassment and other She campaigns that promote women's health like one hundred million Seha and that Baheya that tackles breast cancer".

R26: "I believe it was the #Me-too movement"

Meanwhile, R29 said she wasn't familiar with any campaigns: "Unfortunately, I don't know any social media campaigns that empower women".

*Answers to Q5: from your own point of view what is the most effective social media campaign of women empowerment? (Exposure)*

Surprisingly, the majority of the respondents mentioned "speak-up", which means, it



could really affect them. Meanwhile, another respondents mentioned Mohamed salah's anti-drugs campaign.

For example:

R3: "speak-up" platform, because it empowers girls and women to speak up against sexual harassments and other problems that women face such as domestic violence".

R7: "'speak-up", because it educates women about their rights and provides help for women who need it".

R13: "speak-up", as all the posts are related to educating little girls".

R10: "Speak-up", because it was well spread via social media, tackling domestic violence and women's problems"

R16: "I will choose Speak-Up platform as an effective platform on Instagram that empower women to stand for their rights against harassers. On that platform they expose the harasser and different kind of support is given to women for free from psychological support, to legal support which is something great to stand up against sexual harassment that lots of women are exposed to in Egypt. Especially it is a very sensitive topic where lots of women may find it not easy to report about it but through this platform reporting has become easier as it is supported by lots of women, men and celebrities. Speak-Up platform highlighted lots of causes related to harassment against women and succeeded to expose the harasser and to support women who were exposed to harassment till the government in many cases took effective and swift steps to put the harasser in prison".

R12: I believe it is the speak-up movement, because it concerns me personally as I am a woman living in a patriarchal society.

R20: "Speak up" campaign, it actually shed the light on sexual harassment for women and the way the government reacted towards this campaign. The national council for women in Egypt was very supportive, and the movement had a huge and successful impact from Nahed Abo El Qomsan in supporting women in Egypt".

R22: "I have seen a couple of "what women want" magazine's campaigns that indeed empower women, yet I don't recall the names of the campaigns".

R25: "Billboards and TV and perhaps Facebook as all the society incline to use this latter type of social media besides its vastness in spreading news".

R26: "the names of the campaigns are "la lel taharosh" and "la le khetan el enas".

Meanwhile R27 decided to express her opinion and answer beyond that has been asked saying "Any social media page that provides a safe space for a woman to express herself and to receive support from others is a success, whether it is a campaign or not. Among the pages I find helpful 1) "Expat women in Cairo" which helps foreign women navigate the complex city of Cairo and it is culture. 2) "Confessions of a married

woman” which allows women to speak freely and seek advice about their concerns with no taboos what’s so ever?”

Also R28 claimed that, there are not enough campaigns that supports women by saying “I think there isn’t enough campaigns to compare, and know which one was the most effective”.

This shows that although women are exposed to different social media campaigns, yet the outcome is the same, and they are all influenced by these empowering social media campaigns. Most of the respondents are engaged with the social media campaigns supporting young women’s empowerment of the SDGs.

### **Wing 3: Engagement**

*Answers to Q.6: Do you interact or engage yourself with any of them? How?*

The major responses came in the favor of being engaged with the social media campaigns that are being posted. That is by sharing, commenting, reacting, and even discussing with friends, and family. Meanwhile some other responses were just about watching the campaigns without reacting with them.

For example:

R13: “I have watched “My pale skin” video on Facebook, but I didn’t share or commented on it”.

R2: “After watching the campaign of “la lel taharosh” I couldn’t help myself but sharing it and commenting with my own opinion on it, as it is something that all Egyptian females are dealing with on a daily basis”.

R15: “when I saw the campaign of “Taa’ Marbouta” I shared it with a friend that was her dream to become in the political field as a way of encouragement, and she decided to join the campaign”.

R16: “I share with my friends to encourage combating any sort of violence against young women, whether it’s verbally or physically, and not just to fight it but also, to always report it to the authority”.

R3: “To me, my way of engagement is out of the social media, it’s within the scope of my work. As I usually supervise on graduation projects that are related to women empowerment, and understanding women. For example: understanding women’s hormonal fluctuations, the problem of female mutilation, educational dropout, and early marriages”.

R20: “Yes, I used to share the posts of campaigns that concerned the harassers and expose them”.

R21: “I sometimes comment or reply to women posting about specific issues on social media groups. I like to show support to those facing any problems”.

R22: "I am always commenting, and sharing these campaigns on social media, because I believe, that by these actions, good change in the society will occur".

R24: "I share the posts on my story to increase people's awareness".

R25: "It depends if I am interested in the issue tackled, I'll act and join".

R27: "Yes I interact on both, by giving my honest opinion and sincere advice".

#### **Wing 4: Action**

*Answers to Q.7: How do you feel after being exposed to those campaigns?*

Most of the responses were talking about the fact that they felt so emotional, and they felt that all the videos they watched were relatable. Also, they felt empowered and encouraged to take actions upon the messages presented in each video.

R15: "when I watched the video of Taa' Marbouta's campaign on Youtube, it was about the girl who wanted to keep her educational path while getting married. This one made me so emotional, because I felt so relatable, as when my sister got married 3 years ago, she had to give up her academic career, for her marriage, and she regrets it now. This video encouraged me to encourage other girls and women to not give up their own dreams for marriage and to depend on their selves, and they can always do both".

R3: "I remember, after watching the video of speak up campaign on Facebook, I felt so scared, as I relived such situations, just by the eyes of the harassers, because only the looks can send shivers under my skin. Sexual harassment is such an awful thing any woman can get through! The video was so realistic and scary to me, despite the fact that it was just made by a projector".

R16: "The "me too" hashtag was really popular on Facebook and twitter, as I remember it was in 2017. All the posts I saw related to this hashtag, were mostly of experiences of women getting through horrible situations of violence, and sexual harassments. Meanwhile the others, were other women encouraging all females to speak up against such horrible acts. I felt so proud, that finally women could team up to finally speak up, and not to be ashamed. This hashtag, made me feel that we all had to get through this at some point with different degrees of course, and this empowers girls and women to always stand up for themselves".

R17: "After being exposed to such campaign I feel by the empowerment, support, and crucial and vital role that social media can do in getting the right back to women".

R10: "After watching, I definitely feel reassured, happy, and proud that our problems are finally tackled via these campaigns, as they are creating awareness. And with a bit of effort, this awareness will change into a positive attitude and behaviour that we can consolidate these important topics into people's minds".

R5: " When I see any campaign that its goal is to empower women, I feel so delighted,

and get hope, by seeing these types of initiatives, which means that the society actually care about women”.

The results from the respondents showed a considerable role for using the social media platforms especially Facebook and Instagram for watching, engaging, and reacting to the social media campaigns in supporting women’s empowerment.

R20: “A proud feeling that actually women now have the right to speak and do not feel ashamed to talk about certain topics that were once considered taboos such as sexual harassment. Women are now more powerful than before in claiming their rights. So, it makes me feel safe now living in a society that was once called male-dominant”.

R22: “I feel that there is hope to a better future with more women empowering movements, and that I’m satisfied to some extent that, more women could finally have a voice through these campaigns, by seeing their struggles are displayed before everyone, including the abusers themselves”.

R24: “sometimes I feel frustrated by the victim cases, but some other times, I feel some positivity towards the actions that we as youth can raise awareness, and make a real change to hinder, and stop all injustice, or inequality may take place among girls and women”.

R25: “I Feel positive, and empowered somehow, that females are having rights, and fighting for it.

R27: “I like feel a lot of women share the same struggles I face, and that I will find real support from these social media friends -though in reality strangers- if I ever have a problem”.

R28: “I feel it’s good that Egypt started to give attention to such important topic”.

## **Discussion**

All the responses showed that the social media is becoming very essential in their daily life, regardless of the different platforms used by them. Some prefer to use the Facebook, and Instagram, while others prefer to use the WhatsApp, and TikTok.

For example:

Q1: From these responses, it could be noticed how important social media is in anyone’s life nowadays in all aspects of our lives whether economically, politically, socially, culturally, environmentally, and health awareness. Hence most of responses mentioned that they don’t use only the social media for entertainment, but also, as a main source for news, and an important means to connect and engage with others, rather than meeting them personally. This supports on how much the social media campaigns could be so reachable and effective to be seen frequently on the different social media platforms, especially Facebook, and Instagram. Hence R5 said “I like Instagram as it’s

so light and informative". Meanwhile R6 Said "Instagram is very engaging, interesting and informative". All these responses agree with the studies in the literature review. For instance, when R1 and R17 agreed on the fact that the benefit from their usage of social media was getting recent updates and news, that is what Ray (2008), and Jammie (2011) has stated in their studies that social media was a great source of information. Also, ( Beninger et al., 2016,).Supports R1, R4, and R16 that social media has a role raising awareness.

Regarding their knowledge about the SDG number 5, almost most of the responses showed that they were familiar about SDG number 5, specially the part on the need to support young women to have better opportunities, health care and safety.

As for the preferred social media campaign used by them, the responses showed variety of answers, some were familiar with "Taa Al Marboota" other "My pale skin" video on Facebook, or "La Lil Taharoush", "Speak up". For example:

Q2: From most of their answers, we can say that they are knowledgeable, credible, and always exposed to the SDGs, and they are very concerned about No. 5 in particular, not just because they are females and in the academic career, but also, because all these problems related to women, are taking a huge part in the mass media and society in general. it is true that unfortunately, women need the support in so many different aspects, and their efforts are not acknowledged enough from the society. That is why they need the support from the SDGs that are trying their best to provide this kind of support for women from different ages, socially, educationally, economically, and to grant them a peaceful life, free of judgements, violence, and harassments.

Q3: R4 and R16, in their responses regarding to the sustainable development goal No. 5 agree with the study of Queisser (2016) that was talking about the devotion of SDGs No. 5 to empowering women by fighting against the women discrimination and violence.

Q4: R15 gave an example on the social media campaign "Taa' marboota" which empowers Egyptian women from different aspects. That supports Aya Shata and Michelle study that was conducted.

Q5: It is obvious that "speak-up" got most of the credit from the respondents, which means it was so successful and effective on the respondents that made them feel empowered.

Q6: Aya shata and Michelle I. Seeling in 2021 mentioned in their study that the Taa' Marboota campaign on the social media, received around 3000 young women who wanted to volunteer, and be involved in the campaign. That strongly supports R15's answer.

Regarding the importance of young women to feel free to speak up their voices many

responses agree that women should feel free to speak up, for example:

Q7: From the respondents answers especially are R15 that talked about that women should depend on themselves, that self-reliance is indeed a form of women empowerment.

The chosen of the dragon fly effect model was very relevant to be implied to this research study of how social media campaigns empower women, because it shows how the four wings work in contended in order to give us the end results.

From the literature review many examples related to the social media campaigns advocating gender equality and Women Empowerment have proven their effectiveness for empowering young women, and this agrees with our research paper, that the impact of social media campaigns in support for women empowerment is valid. Also in accordance to the responses from wing 4, related to the engagement, that the social media campaigns help people take actions by posting, commenting, and sharing with others. This was also mentioned by some of the responses related to wing 4.

### **Conclusion**

This research study, presented the role of social media campaigns in supporting women's empowerment in relation to the sustainable development goal (no.5). The findings presented in this study, showed promise in using social media campaigns for women empowerment, as the social media is more interactive, user-friendly, and cost-effective than traditional media. It also helps organisations connect with, and directly engage with their audiences. A new tool, weapon, or platform for women to debate, communicate, express their opinions, and run campaigns is social media, with the assistance, and backing of social media platforms, and tools like blogs, Facebook, Twitter, and Instagram.

Also, the research found that the social media campaigns allowed young women to connect, share experiences, and build community. This fosters a sense of solidarity and support that can empower them, as the social media campaigns proved that it can raise awareness of issues facing young women and girls, such as violence and discrimination. Greater visibility can drive action and change. The research find that the majority of the campaigns focused on positive messages, showcasing young women's achievements and strengths, it boost self-esteem and encourage other girls, and the deliberate use of hashtags and visual content that goes viral, also dramatically increase the reach, and, impact of a social media campaigns.

The researchers also applied the Dragon Effect model to help understand the effectiveness of the different social media campaigns that tackle the women empowerment. As the first part of the Model (wing 1), Focus which is general knowledge

of the sustainable development goal no.5, and the respondents' familiarity with social media campaigns related to women's empowerment. The majority of the respondents showed that Facebook, and Instagram, came as their first priority for entertainment, and information amongst the other social media platforms.

The second part (Wing 2); exposure to the social media campaigns supporting women empowerment. The respondents mentioned "Speak-up", "Taa' Marbouta", "la lel taharosh", and "hya", were considered the dominant social media campaigns empowering women. And most of the respondents acknowledged their familiarity with some of the social media campaigns that empower women. Meanwhile, a few of the respondents were not familiar with any social media campaigns that support women.

The third part (Wing 3); the engagement with the social media campaigns they watched related to women empowerment, by sharing, commenting, reacting, talking, or even by joining the campaigns itself.

The fourth part (Wing 4); the feelings associated with the respondents after watching these campaigns promoting women empowerment. Most of them felt supported and satisfied that their problems are well represented in those social media campaigns.

The researchers in the present study concluded that the social media with all its different media platforms became an essential source and pillar for supporting women by disseminating information related to women empowerment covering different problems that they face during their daily lives via social media campaigns, and this proved that the social media campaigns have a crucial role in supporting women empowerment.

Finally, the researchers suggest that further research is needed to better understand the long-term impacts of social media campaigns on young women's agency, leadership, and, participation in public life. More data and evaluation can help improve the effectiveness of future social media campaigns.

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